OCTOBER 5, 1953

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PUBLIC LIBRARY
OCT 5 1953
DETROIT

IN THIS ISSUE:

[illegible]tives Charge
[illegible]t Invasion
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[illegible]umber of Tv
[illegible] Go on Air
Page 52

[illegible] Elects Four
[illegible] of Directors
Page 62

[illegible] SECTION
[illegible] Page 79

22ND year

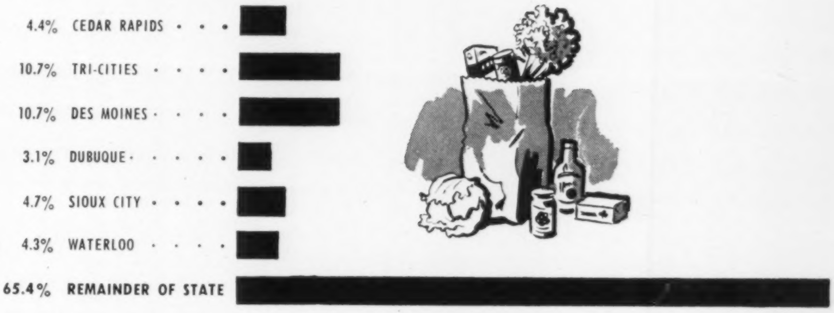
[illegible]WSWEEKLY
[illegible]IO AND T[illegible]

Buy WHO

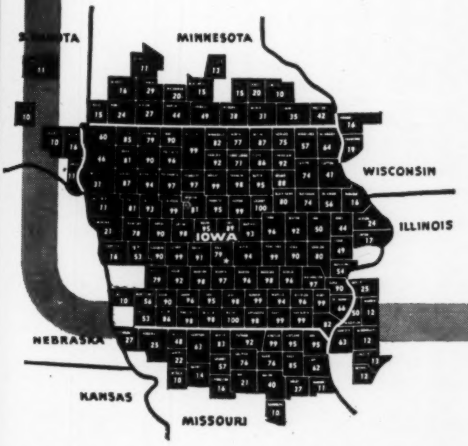
and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FOOD SALES, FOR INSTANCE!



Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC. National Representatives

WLS

personalities build

LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

LULU BELLE and SCOTTY

Lulu Belle and Scotty, featured personalities of the WLS NATIONAL BARN DANCE, have long been one of America's best known and most popular man and wife folk music radio singing teams.

Lulu Belle first appeared on the WLS NATIONAL BARN DANCE in 1932. Scotty became a staff member in 1933. A year later they were "teamed up" as Lulu Belle and Scotty, and a few months later they further "teamed up" as Mr. and Mrs. Scott Wiseman. Their successful harmonizing and stage antics grew in audience approval . . . they were easily the "life of the party" on every radio show upon which they appeared. They have increased their national following and popularity through their Hollywood films, phonograph records and personal appearances in many states throughout the country.

Because of their sincerity and friendliness, their winning personality and their genuine renditions of folk ballads, Lulu Belle and Scotty are considered as "next door neighbors" to millions of Americans. It is such a type of acceptance that builds listener loyalty . . . that is a bonus value to WLS advertisers.

LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS

WLS

The
PRAIRIE
FARMER
STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WLEV-TV

Bethlehem • Allentown • Easton, Pennsylvania

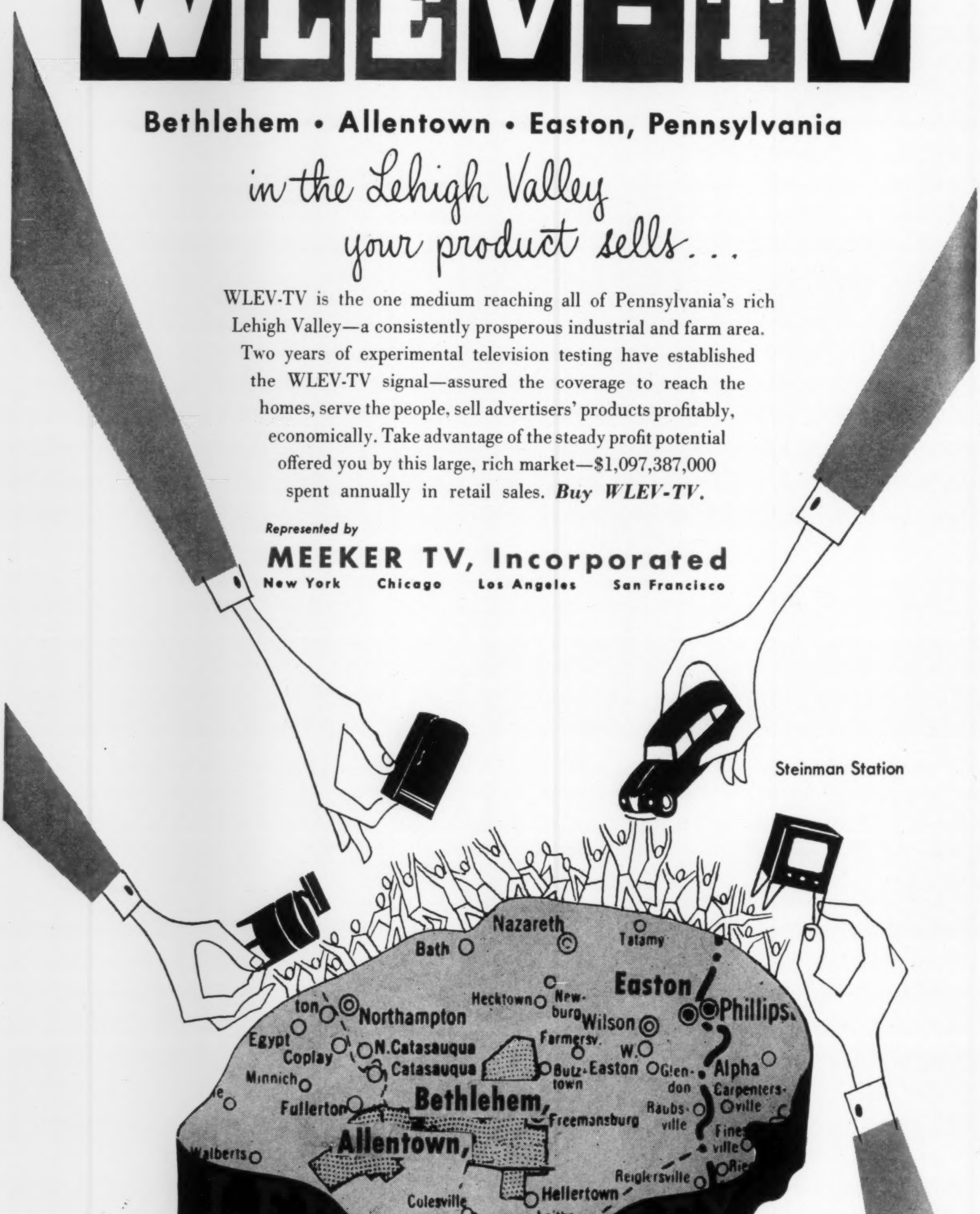
in the Lehigh Valley your product sells...

WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1,097,387,000 spent annually in retail sales. ***Buy WLEV-TV.***

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco


Nazareth
Bath
Tatamy
Easton
Hecktown
New-burg
Northampton
Wilson
Phillips.
Egypt
N. Catasauqua
Farmersv.
Coplay
Catasauqua
W.
Butz-town
Easton
Glen-don
Alpha
Minnich
Carpenters-ville
Fullerton
Bethlehem,
Freemansburg
Raubs-ville
Fines-ville
Allentown,
Walberts
Reiglersville
Hellertown
Colesville
Leiths-ville
Friedens-ville
LEHIGH VALLEY

Steinman Station

NBC
TV AFFILIATE

closed circuit®

THOUGH policy prevents British Broadcasting Corp. from taking public position in current dispute over proposal to introduce commercial television in Britain, BBC officials make no effort to conceal their opposition in private conversations. Sir Ian Jacob, BBC director-general, told acquaintance at small Washington gathering 10 days ago that commercial tv "would mean the end of BBC."

★ ★ ★

ANY HOPE that Presidential news conferences might be broadcast and telecast apparently went glimmering at last week's session when two reporters gave Chief Executive humiliating rebuke because appointment of Gov. Warren to be Chief Justice was leaked to four favored newspapers.

★ ★ ★

EFFORTS of William Bauer, FCC patent counsel, to inject patent issue into color tv proceedings have proved futile. FCC majority reportedly feels there's no justification for scrutiny (1) because no manufacturer has raised question; (2) because Dept. of Justice functions in that field; (3) because no case has been made.

★ ★ ★

PRESSURE to chop off at last half of fm broadcast band (88-108 mc) expected any day from industrial communications interests. NARTB last week sent out secret questionnaire to fm stations seeking ways to increase their revenues. Tipoff that covetous eyes were focused on fm band, whose partial use has long concerned FCC, given by Comr. E. M. Webster in speech to NARTB district meeting at Sun Valley.

★ ★ ★

STRAWS IN WIND: Matron of honor at wedding of Jean Kerr and Sen. Joseph L. McCarthy (R-Wis.) last Tuesday in Washington was Mrs. Robert E. Lee, described as "longtime friend of couple and wife of a counsel of the House Appropriations Committee." Said counsel is newest candidate for FCC vacancy [Closed Circuit, Sept. 28] who reportedly not only has backing of Sen. McCarthy but also of Rep. John Taber (R-N.Y.), chairman, House Appropriations Committee.

★ ★ ★

SEVERAL agencies and clients are recommending to NBC-TV and CBS-TV that itemized billing for daytime live shows, including bills for such details as camera rehearsal, assistant director, lighting, scenery, etc., be combined into single fee all inclusive for year, thereby saving bookkeeping and clerical costs for both network and agency. Advertisers figure overall bill could thus be cut 25% by elimination of year-around compiling of bills and checking.

★ ★ ★

POLICY problem is posed for FCC in move by certain existing uhf permittees to give up grants in order to file for newly available vhf in area. Should newcomer be given benefit of doubt over ex-uhf permittee who has had one chance in tv?

EXTRAORDINARY closed door session was held by FCC last Monday with executives of its Broadcast Bureau, all hearing examiners, attorneys on Opinion and Review staff, and hearing counsel in effort to introduce uniformity in tv hearing proceedings. There's been too much time wasted and too many disparities in handling of hearings, FCC held. Examiners were admonished not to let counsel representing applicants encumber records unduly. Keynote was "keep it short."

★ ★ ★

KVOO, whose vice president and general manager, William B. Way, circularized radio broadcasters on project to form strictly radio trade association, has joined Broadcast Advertising Bureau. Numerous station executives who responded to his proposal suggested BAB as answer to radio's competitive sales problems.

★ ★ ★

BIDDING becoming active for Senate Interstate & Foreign Commerce Committee's Republican vacancy created by death last summer of Sen. Charles W. Tobey (R-N.H.). Top candidates said to be Sens. Prescott Bush (D-Conn.), formerly on CBS board, and Barry Goldwater (R-Ariz.). Also speculated as good bet: switch of Sen. Homer E. Capehart, veteran Commerce Committee member, to Senate Foreign Relations Committee, thus creating still another Commerce Republican vacancy.

★ ★ ★

OFF-RECORD conference last week between Congressional experts and new Hoover Commission members came up with understanding: This time recommendations to Congress on Executive Branch Reorganization will be clear in intent. In fact, Capitol legislation drafters will be at service of Hoover group. It was lack of clear meaning which in former years caused conflicting interpretations of recommendations (including two futile tries at FCC reorganization) (see story p. 36, editorial p. 126).

★ ★ ★

MORE than two dozen noncommercial educational tv stations may be on the air by end of 1954. That's estimate of National Citizens Committee for Educational Television in annual report due tomorrow (Tuesday). At present, only KUHT (TV) Houston is programming; KUSC (TV) Los Angeles is airing test patterns.

★ ★ ★

SIDELIGHT to currently active reductions in force of government personnel: When U. S. Information Agency's press division released 80 persons recently, colleagues voluntarily put up funds to place ads in papers, canvass publishers, etc., in effort to find jobs for those who were dismissed. Voice of America, similarly undergoing reductions, apparently is not taking up idea of voluntary efforts, but it's still possible that requests and contacts will be made of station owners, networks, radio news services, etc., for placements.

IN THIS ISSUE

LEAD STORY

Station representatives are up in arms over new network radio flexibility plans. *Page 27.*

ADVERTISERS & AGENCIES

Seven major advertisers figure in week's radio-tv purchases. *Page 29.*

Newspaper monopoly on St. Louis department store advertising is broken when leading store signs with KMOX. *Page 29.*

FILM

Jack Gross and Phil Krasne acquire sole ownership of United Television Programs Inc. UTP merger is hinted. *Page 30.*

NBC Film Division sales will be independent of network affiliation. *Page 31.*

GOVERNMENT

FCC policy of expedited processing of tv merger amendments is challenged. *Page 34.*

FCC will see compatible color demonstration at New York's Waldorf-Astoria Oct. 15. *Page 36.*

FACTS & FIGURES

Telestatus weekly summary of tv stations on the air and their estimates of tv set distribution. *Page 43.*

TRADE ASSOCIATIONS

NARTB district meetings pass mid-way mark, with attendance so far 20% above that of last year. *Page 46.*

Proposal to establish radio-only trade association gets mixed reaction. *Page 50.*

STATIONS

Twenty-seven new tv stations go on air in week, most ever. *Page 52.*

Peace family buys WWNC Asheville, N. C., and associated *Asheville Citizen-Times* for $2.3 million. *Page 58.*

NETWORKS

Four MBS executives elected members of the network's board. *Page 62.*

Live network service will be available to 225 U. S. tv stations by the end of this year. *Page 66.*

MANUFACTURING

Emerson shows home color receiver to be priced at $700. *Page 74.*

FEATURES

Commercial radio is two years old in Japan—and quite a bouncing baby. *Page 82.*

An agency executive looks at television. *Page 84.*

Consensus of two dozen broadcasters at NARTB's Seattle meeting is that television is the best thing that's happened to radio. *Page 86.*

A report on six years with tv in Videotown, U. S. A. *Page 88.*

PROGRAMS & PROMOTION

WALE Fall River, Mass., revives old Fall River Line for a day and takes nearly 1,000 on a cruise to New York. *Page 96.*

FOR THE RECORD

New tv grantees' commencement target dates. *Page 113.*

XUM

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT
ST. LOUIS SAN FRANCISCO DALLAS

5 New Citizens Every Minute

Census tells us that U. S. population is increasing at the rate of 5 people a minute (2,700,000 people a year).

This mean that tremendous new markets are springing into being to handle a population growth such as we've never seen before.

Radio, in and out of the home, has been able to keep abreast of these population gains—faster than any other medium.

Fact is a hundred and ten million radio sets are in operation today.

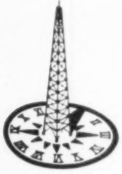
Closing Commercial:
Of all forms of radio, only SPOT RADIO can be pinpointed in the markets that are growing fastest. Why not start planning on it now on any of these great stations?

SPOT RADIO LIST

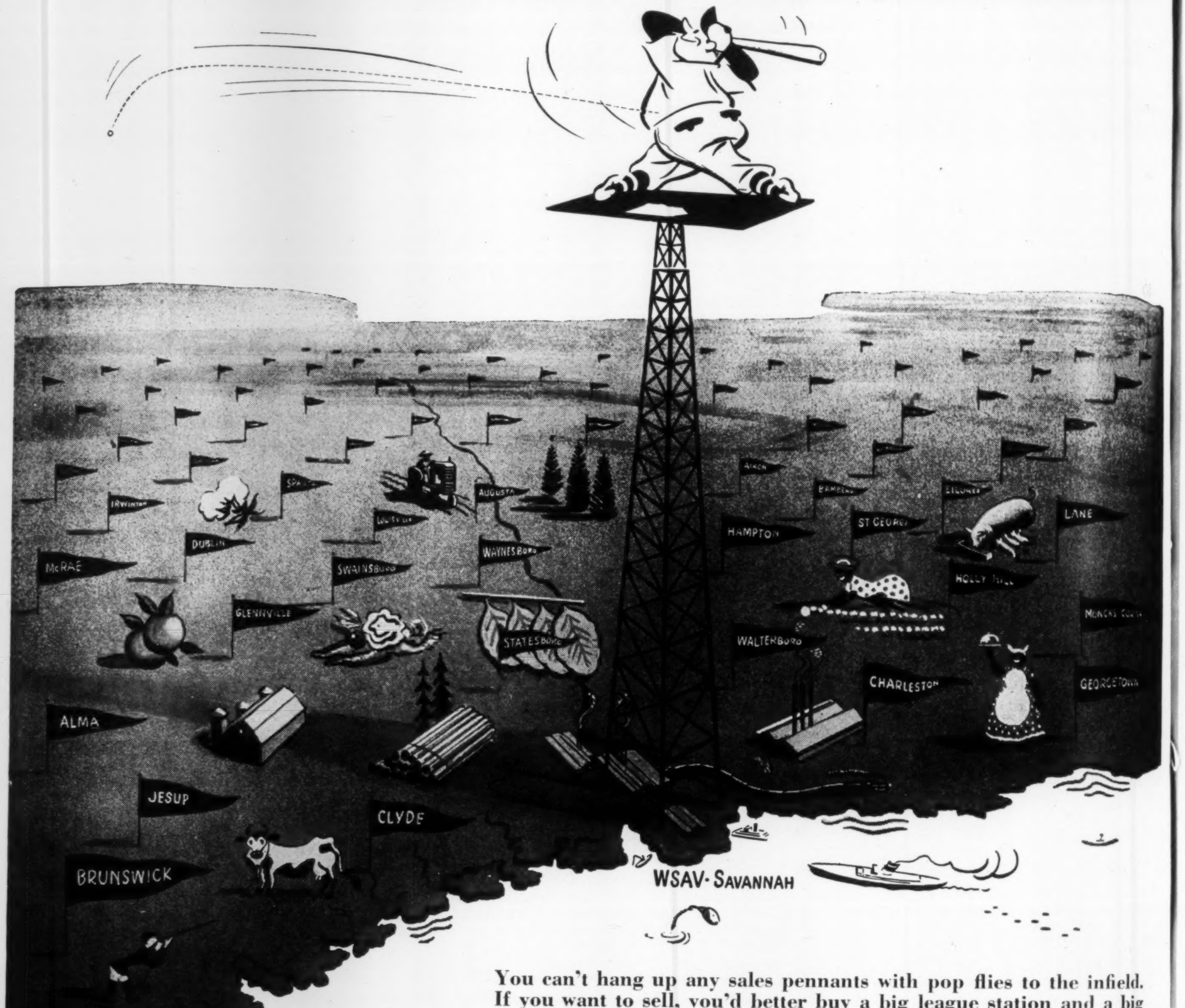
WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Ia.	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK



Time to Bring Up the Heavy Hitters!



IRWINTON
SPARTA
AUGUSTA
LOUISVILLE
DUBLIN
McRAE
SWAINSBORO
WAYNESBORO
GLENNVILLE
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
AIKEN
BAMBERG
ELLOREE
ST. GEORGE
HAMPTON
LANE
HOLLY HILL
MONCKS CORNER
WALTERBORO
CHARLESTON
GEORGETOWN
WSAV-SAVANNAH

You can't hang up any sales pennants with pop flies to the infield. If you want to sell, you'd better buy a big league station and a big league market. . . .

Take the fast-growing Savannah Seaboard Market . . . 79 rich counties in three states . . . better than half a billion in retail sales. Take WSAV at long-range 630 KC which booms out to more homes, more people than any other medium in the market.

Want proof? Ask any Blair man for a look at S.A.M. or the latest Pulse. WSAV can sock your sales story into the outfield with the power and persuasion you need to score in the important Savannah Seaboard Market.

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Heffernan, Robert Sarnoff Named to NBC Board

JOSEPH V. HEFFERNAN, NBC vice president for finance and services, and Robert W. Sarnoff, vice president in charge of NBC Film Division, elected to NBC Board of Directors, RCA-NBC Board Chairman David Sarnoff is announcing today (Mon.)

Mr. Heffernan, former vice president and general attorney of RCA, joined NBC in April 1951. He also is board member of RCA Communications Inc., wholly owned subsidiary of RCA. Mr. Sarnoff joined NBC in January 1948 as account executive on tv network sales staff, subsequently served as production manager, manager of program sales, and director of tv unit productions prior to elevation to vice presidency in June 1951.

Election of Messrs. Heffernan and Sarnoff raises to six the number of NBC operating executives on board, aside from Gen. Sarnoff, who currently is serving also as president. Others are Sylvester L. Weaver Jr., vice chairman and in charge of tv programs; Charles R. Denny, vice president in charge of owned and operated stations and National Spot Sales; John K. Herbert, vice president in charge of tv network sales, and John K. West, vice president in charge of Pacific division.

WJBF-AM-TV Interest Sold

SALE of 35% interest in WJBF-AM-TV Augusta, Ga., announced Friday by J. B. Fuqua, president of stations. Purchaser is Martin Theatres of Georgia, Columbus, which had acquired option when it dropped competitive tv application in Augusta. Price of 35% interest around $200,000. Mr. Fuqua retains 65% interest. He has been in Georgia radio 15 years. WJBF-TV started test pattern Sept. 21 and begins programming Nov. 15.

OUT-OF-HOME PLUS

OUT-OF-HOME listening during summer months of 1953 added 22.2% to at-home radio audience, according to data collected by The Pulse Inc. in 23 major markets. Individually, away-from-home Pulses ranged from 15.6% for New Orleans to 26.6% for Philadelphia. Collectively, they represent largest amount of out-of-home listening in radio history, according to Dr. Sydney Roslow, director of Pulse. Last year, when Pulse surveyed 15 markets, summertime out-of-home plus was 18.9%; two years ago, in 14 markets, it was 17.3%.

Goodrich Safety Campaign On 39 Radio Stations

B. F. GOODRICH Co., Akron, to conduct $300,000 highway safety campaign using announcements on 52 radio stations serving area of 139 million people, according to Joseph A. Hoban, vice president of tire division. Spots will appeal to weekend drivers.

Saturation schedule consists of five public service announcements each on Saturdays and Sundays for 10 weeks. Messages also will promote Life-Saver tubeless tire. Fatal car accidents usually reach peak in fourth quarter. BBDO New York is placing spots. Stations follow:

WGY WSB WBAL WAPI WBZ WBEN WBT WMAQ WLW WTAM WFAA KOA WHO WJR WDAY KMJ WTIC KTRH WIBC WDAF WNOX KFI WHAS WMC WGBS WTMJ WCCO WSM WWL WCBS WKY WOW WCAU KDKA WCSH KGW WPRO WPTF WRVA WHAM KMOX KSL WOAI KGO-KNBC KIRO KWKH KHQ WSYR WFLA KVOO WMAL WWVA.

• BUSINESS BRIEFLY

SWANSDOWN DRIVE • Swansdown cake mix, through Young & Rubicam, N. Y., planning three-week saturation campaign, Wednesdays, Thursdays and Fridays only, starting Oct. 21 in 24 radio markets.

NBC RADIO THREE-PLAN SOLD • Lewis Howe Co., St. Louis (Tums), on Friday signed as first advertiser to buy into NBC Radio's Three Plan, taking three participations a week—Tuesday night, Wednesday morning, Thursday afternoon—starting Oct. 13. Agency: Ruthrauff & Ryan, Chicago. (See page 27.)

FORESTER TO FORJOE • Edward Forester, timebuyer, Dancer-Fitzgerald-Sample, N. Y., expected to resign within fortnight to join Forjoe Inc., radio-tv station representatives, N. Y.

CARBONA DRIVE • Carbona Products Co. (cleaning fluid, shoe polish), through C. J. Herrick Assoc., N. Y., will start national campaign shortly. Radio and tv contemplated.

DECCA IN 46 MARKETS • Decca Records, through Cunningham & Walsh, N. Y., placing radio spot campaign to promote musical album made by Ethel Merman and Mary Martin, who originally were heard on Ford anniversary television show. Decca will use 46 markets in varied spot campaign starting about Oct. 8 and running from two to four weeks.

SPOTS FOR NEW CIGARETTE • New filter-tip cigarette to enter market, called "Airflow" and manufactured by Riggio Tobacco Co., N. Y., planning four-week spot radio test in Cleveland starting today (Mon.). If test is successful national expansion is expected.

WHITEHALL NAMES • Whitehall Pharmacal Co., New York, names Morey, Humm & Johnstone Inc., N. Y., to handle advertising of its Heather liquid creme rouge.

MEREDITH PUB. CO. BUYS KCMO-AM-FM-TV

ANNOUNCEMENT was made Friday of purchase of KCMO-AM-FM-TV Kansas City from co-owners Tom L. Evans and Lester E. Cox by Meredith Publishing Co., publishers and owners of three tv and two am stations.

Both parties refused to divulge price, but based on known worth of stations plus consulting fees and accounts receivable it is estimated that sale figure is in neighborhood of $3 million. Application for FCC approval was due to be filed late this week.

Agreement was signed Thursday night, followed visit five weeks ago to Kansas City stations by Meredith Vice President E. T. Meredith Jr. and Treasurer and Radio-Tv Director Payson Hall. Des Moines company owns WHEN (TV) Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz., also publishes *Better Homes & Gardens* and *Successful Farming*. It bought Omaha stations for $2.5 million in 1951 from Francis P. Matthews and associates and Phoenix stations for $1.5 million in 1952 from John C. Mullins and associates. Until few months ago Meredith was tv applicant for Rochester, N. Y.; St. Louis, Mo., and Minneapolis, Minn.

In its 1952 application for KCMO-TV—which began commercial operations Sept. 27—KCMO Broadcasting Co. showed total assets of $976,161.71, less current liabilities of $108,713.26, long term liabilities of $401,742.22, reserves of $37,700 and capital and surplus of $428,005.90. Construction of vhf ch. 5 KCMO-TV was estimated at $529,210.22.

Relinquishment of Kansas City operation was ascribed to "personal reasons" by Mr. Evans, who recalled he had disposed of his Crown Drug properties several years ago because of ill health. Advent of tv has made broadcasting too arduous, Mr. Evans, who is in his 60's, said. He will remain as chairman of executive committee of KCMO Division of Meredith broadcast properties. Other staff members also will be retained, including E. K. Hartenbower, vice president and general manager, and R. W. Evans, son of Mr. Evans, as commercial manager.

Mr. Cox will remain in broadcasting with his half ownership of KWTO Springfield, Mo., and (with his son Lester L.) of KOAM-AM-TV Pittsburg, Kan. Mr. Cox's son also owns 24.9% of KYTV (TV) Springfield, Mo., which went on air commercially two weeks ago. KOAM-TV plans commercial operation Oct. 15.

RCA 50¢ Dividend

DIVIDEND of 50¢ per share on common stock of RCA, payable Nov. 23, to holders of record at close of business on Oct. 16 was announced Friday by Brig. Gen. David Sarnoff, chairman of board, following regular meeting of board of directors. This payment will bring total dividend on common stock to $1 per share. Another dividend was declared at same meeting of 87½¢ per share on first preferred stock for period Oct. 1-Dec. 31, payable Jan. 2, 1954, to holders of record of such stock at close of business on Dec. 14.

Arden Pangborn Named 'Oregon Journal' Editor

ARDEN X. PANGBORN, for three years general manager of WOAI-AM-TV San Antonio, resigns effective Nov. 1 to join *Oregon Journal*, Portland, as vice president and director of Journal Publishing Co., which also operates KPOJ. As editor of newspaper he will be responsible for editorial page and news columns.

Before joining the WOAI stations he had been business manager of *Portland Oregonian*, prior to that having been its managing editor as well as general manager of KGW and KEX Portland.

XUM

8
8
PRINCETON
Channel 8

a PRINCETON man is easy to tell...

. . . on the slightest provocation he'll stand and cheer for grand ole Channel 8. Loyal and true to WFAA-TV, Princetonians are easy to sell as well. We can get you in Princeton, keep you in Cash and Prosper-ous, arrange a date with Venus, tempt Fate, even furnish a ticket to Paradise —just a hop in a heap from dear old Channel 8 campus. For a liberal education on WFAA-TV's DALLAS—Fort Worth market, enroll now with Mr. Petry, our Dean of Admissions.

295,000 sets in this richest Texas market
(which includes Princeton, Cash, Prosper, etc.)

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representatives • TELEVISION SERVICE OF THE DALLAS NEWS

at deadline

First Vermont Tv Station Proposed; Other FCC Actions

FIRST tv station for Vermont proposed in initial decision issued Friday by FCC Hearing Examiner James E. Cunningham looking toward grant of application of WCAX Burlington for vhf ch. 3 at Montpelier. Transmitter would be located 2,700 ft. above average terrain on Mt. Mansfield, have ERP of 17 kw visual. Examiner proposed to deny competitive application of Colonial Tv Inc. for default.

Initial decision also was announced by Examiner Thomas H. Donahue looking to grant of uhf ch. 23 at Philadelphia to Daily News Tv Co. (WIBG). WIBG-TV proposed ERP of 1,000 kw visual when equipment is available. Lou Poller, operator of WCAN-TV Milwaukee, withdrew competitive Philadelphia bid, thus facilitating grant to WIBG for second uhf outlet there. Three vhf stations are operating; uhf earlier was granted WIP-TV.

15 Stations Reply to FCC Questionnaire

OF 15 station replies on hand at FCC Friday in response to inquiry into post-thaw uhf-vhf stations' "progress," one reported network affiliation troubles and rest submitted only statistical data sought by Commission [B•T, Sept. 28]. Network replies are due today (Monday); stations by Oct. 19.

WOR-TV Resumes Oct. 12

WOR-TV New York will resume telecasting operations on Oct. 12 from its transmitter site at North Bergen, N. J., James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, announced Friday. Station, which had been shutdown since Sept. 13 in midst of strike that was settled last Monday (see page 112), is expected to start telecasting from its new transmitter and antenna site atop Empire State Bldg. about end of October.

Starting Oct. 12, WOR-TV will operate from 4:30-11 p.m. EST every day except Saturday when schedule will be from 4-11 p.m. EST. Station schedule of 1:30-11 p.m. daily, which prevailed before strike, is expected to be resumed when operations start from Empire State Bldg.

Three Join ABC-TV

WJMR-TV New Orleans will join ABC-TV on Nov. 1 to become network's 156th affiliate and 57th uhf outlet, it was announced Friday by Alfred R. Beckman, director of ABC station relations departments. WJMR-TV (ch. 61) is owned and operated by Supreme Bcstg. Inc., with James E. Gordon as vice president and general manager.

KJEO-TV Fresno, Calif., and KOIN-TV Portland, Ore., signed Friday as affiliates of ABC-TV. They joined as of Oct. 1. KJEO-TV, on ch. 47, is owned by O'Neill Broadcasting Co. and L. E. Chenault is general manager. KOIN-TV, on ch. 6, is owned by Mount Hood Radio & Television Broadcasting Corp. with C. Howard Lane as general manager.

RADIO-TV LAUD PRESS

RADIO and tv broadcasters salute American press in its freedom of information battle, NARTB President Harold E. Fellows wired Vern Sanford, chairman of National Newspaper Week (Oct. 1-8) Committee. Mr. Fellows said broadcasters "are ever united with the nation's newspapers in their unwavering determination to keep the American public honestly informed both by the printed and spoken word." He said "uncensored presentation of the news is one of the most valuable freedoms we hold."

Stolzoff Blames Advertisers For Not Using Television

FAILURE of department stores and other retail outlets to use much tv advertising is fault of telecasters "to a certain extent" and of advertisers "to a larger extent," J. S. Stolzoff of Biow Co., N. Y., said Friday. Mr. Stolzoff spoke at Ohio State U., Columbus, Advertising and Sales Promotion Conference. Retailers must abandon past advertising patterns and try to find ways of using tv, and telecasters must help them do so, said Mr. Stolzoff. He urged that local agencies become specialists in retail tv advertising, that tv stations avoid adoption of "local rates" which rule out local agency commissions, that telecasters organize counterpart of radio's BAB to launch general campaign of retail advertising development.

Hal G. Nichols Dies

FUNERAL services were held Saturday in Long Beach, Calif., for Hal G. Nichols, 68, president and general manager of KFOX Long Beach. Mr. Nichols died Wednesday following stroke. He had been ill several months. Native of Denver, he was co-founder of KFOX (then KFON) in 1921. Until recently he had conducted own daily record program, *Hal's Memory Room*. His wife survives.

New Alaska CBS-TV Affiliates

KFIA (TV) Anchorage and KFIF (TV) Fairbanks, Alaska, signed as primary non-interconnected affiliates of CBS-TV, effective Oct. 15. Both are on ch. 2, both are owned by Keith Kiggins and Richard Rollins, with James Duncan as general manager.

UPCOMING

Oct. 5: Unveiling of Ernie Pyle memorial by Sigma Delta Chi, Indiana U., Bloomington.

Oct. 5-9: Society of Motion Picture & Television Engineers, convention, Hotel Statler, New York.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

For other Upcomings see page 125

PEOPLE

FRANK MUNN, 58, known for 30 years as "the golden voice of radio," died Thursday of heart attack in New York. Before retiring from radio seven years ago, Mr. Munn was featured singer, starting in 1923, on such programs as *Brunswick Hour of Music*, *Palmolive Hour*, *Waltz Time*, and *American Album of the Air*.

OTIS WINEGAR, of creative staff of Ted Bates & Co., N. Y., to Foote, Cone & Belding, as vice president and copy chief in New York office.

STEPHANIE WAGNER to Leo Burnett Co., N. Y., as assistant to public relations director.

RICK LEIGHTON, staff director of WCBS-TV New York to WLW-TV Cincinnati, as producer-director

Color 3 to 5 Years Away, Says Blumenkrantz

BELIEF that at least "three, four or five years" must elapse after introduction of color television before color sets become practical for average customer "in terms of cost, size of screen and efficiency" was expressed in speech Thursday night by Abraham Blumenkrantz, chairman of General Instrument Corp.

He voiced his view before meeting of New York Society of Security Analysts. In question and answer period he commented on remarks by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., in talk before same group on Monday (story, page 74). Stressing he had no desire to "contradict" Mr. Abrams, he said Mr. Abrams had been "misunderstood" with respect to an observation that price of color receivers would be about 25% higher than corresponding black-and-white sets.

Both Radio and Tv Network Time Sales Up for August

GROSS time sales of the nationwide radio and tv networks during August total $27,982,256, up 17.5% from the August 1952 total of $23,827,221, according to data on individual network grosses compiled by Publishers Information Bureau. For the eight-month period, January through August, the combined radio-tv network time sales amounted to $243,983,940, a gain of 10.9% over the gross of $219,950,153 for the like period of 1952. Radio networks in August had time sales 6.7% ahead of those for that month of last year. For the January-August period, the radio network time sales in 1953 were 0.9% ahead of those for that part of 1952. Time sales of the tv networks in August of this year topped those of the preceding August by 26.6%. For the first eight months of 1953, tv network grosses exceeded those for the like part of 1952 by 20.2%.

PIB's network-by-network breakdown follows:

NETWORK RADIO

	August 1953	August 1952	Jan.-Aug. 1953	Jan.-Aug. 1952
ABC	$1,958,683	$2,281,852	$19,345,513	$24,058,278
CBS	4,790,114	4,028,081	40,947,506	37,589,153
MBS	1,738,248	1,325,059	14,962,467	12,927,015
NBC	3,219,250	3,338,843	31,446,369	31,144,587
Total	$11,706,295	$10,973,835	$106,701,855	$105,719,033

NETWORK TELEVISION

	August 1953	August 1952	Jan.-Aug. 1953	Jan.-Aug. 1952
ABC	$1,244,993	$1,198,029	$12,420,736	$12,998,548
CBS	7,783,813	5,190,934	59,442,901	42,558,273
DuM	657,746	745,780	6,556,859	6,134,125
NBC	6,589,409	5,118,143	58,861,589	52,539,674
Total	$16,275,961	$12,853,386	$137,282,085	$114,231,120

XUM

PERSONALIZED

Spots

Ann Rogers

● Gracious Ann Rogers, charmer of the air waves, wins her way to the ladies' hearts. She is a saleswoman extraordinaire when it comes to moving suds or nylons. She magnetically draws people to her whether studio visitors or members of the audience at 12:45 each weekday afternoon on WHAM Radio.

Success heaps upon success until Ann Rogers' high Pulse and low cost per thousand make her first choice to reach the Upstate New York women's market.

Make a note to dig into this deeper for your next women's campaign.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.

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BROADCASTING*
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

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Sol Taishoff, *Editor and Publisher*

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BUREAUS

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HOLLYWOOD
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David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office

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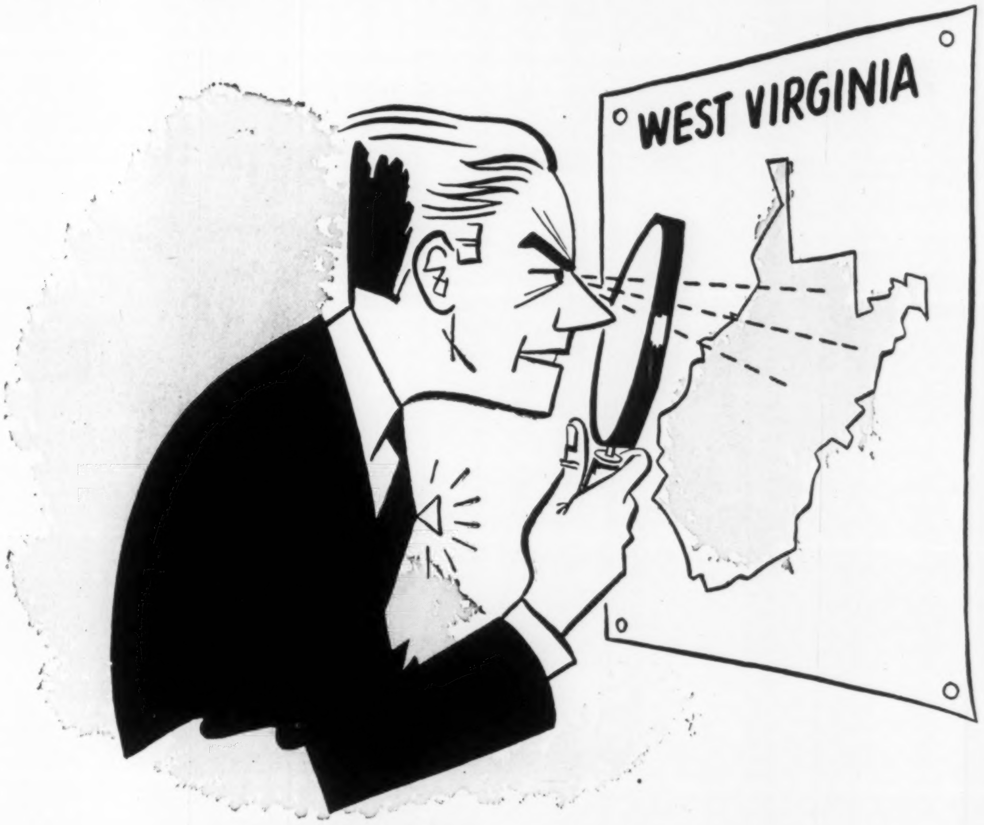
XUM



WHO EVER HEARD OF OAK HILL, W. VA.?

ALMOST NOBODY—EXCEPT THE
102,200 FAMILIES WHO LISTEN TO WOAY—

—AND THE SMART ADVERTISERS WHO BUY
THAT CIRCULATION FOR ONLY $21.60!
¼ hour, 26-time rate

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

**=% of Radio Homes in Area*

We know that West Virginia isn't the most important State in the Union, and that WOAY is pretty small punkins, even here. So we know you can *survive* without us — but we'll bet a pretty penny you can't find another 5000-watt daytime station in the Nation that can give you so many happy listeners for so little dough.

Even without a representative, we are adding some awfully good national business, continuously. If you agree that our NCS figures are downright amazing — we'd sure appreciate your giving us a try-out. Please write Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

5000 Watts, Daytime
20,000 Watts FM

San Antonio's Outstanding Radio Voice

KABC RADIO

CLASP HANDS as KABC JOINS the

Already a powerful advertising influence, the name of KABC-radio takes on added lustre under the "radio-wise" leadership of the Storer Broadcasting Company. Now, even more, you can look to KABC for the dynamic programming and intensive merchandising characteristic of a Storer station . . . and this, in turn, always means more sales impact per dollar for you throughout Central and South Texas.

A STORER STATION

ABC · TSN · TBS

KABC

680 kc.

50,000 Watts Day ★ 10,000 Watts Night

Tom Harker, National Sales Director · 118 East 57th, New York
National Representatives . . . . . John Blair and Company

San Antonio's Dominant TV Station

KEYL

TELEVISION

STORER BROADCASTING CO.

KEYL-television, the unchallenged leader in San Antonio, is proud to join with its radio partner, KABC, to become the most powerful advertising-merchandising combination your dollar can deliver. Under aggressive Storer management, KEYL has become, by far, the TV station most viewed in San Antonio* and now, with its sister radio station, becomes the dominant sales force in Central and South Texas.

*August Pulse

A STORER STATION

CBS · ABC · DUMONT

KEYL

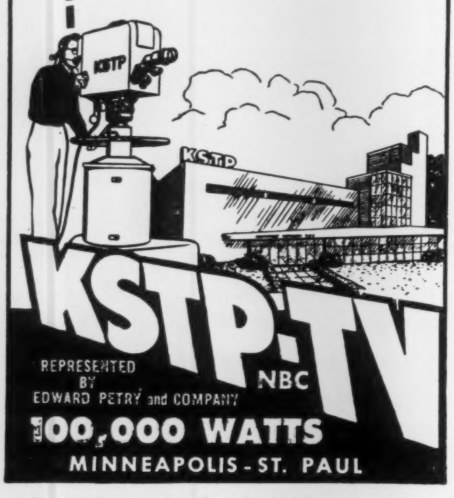
channel 5

Now . . . . 100,000 Watts

Tom Harker, National Sales Director · 118 East 57th, New York
National Representatives . . . . Katz Agency

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE



REPRESENTED BY EDWARD PETRY and COMPANY
NBC
100,000 WATTS
MINNEAPOLIS-ST. PAUL

BING CROSBY SHOW

Network: CBS Radio, 8-8:30 p.m. EST
Producers: Bill Morrow and Murdo MacKenzie
Writer: Bill Morrow
Musical Director: John Scott Trotter
Announcer: Ken Carpenter
Recording Engineer: Norman Dewes
Sponsor: General Electric
Agency: BBDO

DESPITE the enthusiasm which tv has generated in the world of entertainment with its combination of sight and sound, radio is still very much in the running and chances are the situation will stay that way as long as people like Bing Crosby keep on signing those contracts. Mr. Crosby returned to CBS Radio on Sept. 27 for his umpteenth year as a singer-m.c. He returned with the same disarming charm, personality and talent that put him on the top of the crooner list years ago and kept him there ever since.

Since the Crosby tradition has been so firmly and justifiably established, it would serve little purpose to elaborate on it here. What is important is the commercial aspect of Mr. Crosby's return to the air.

He is being heard by courtesy of General Electric *sans* any formal pitch for its electrical appliance products. With the Crosby show GE has made its radio entrance into institutional advertising. The so-called commercials are devoted to GE's interpretation of progress under our free enterprise economy. It is well written clear copy, convincingly delivered by Ken Carpenter, an announcer of considerable reputation who must also be regarded as a master air salesman. Mr. Crosby also has been written into the commercial act, which integrates the GE message with the show as a whole.

This new twist in GE's radio advertising plan is a sound idea. No better vehicle could be found for an institutional ad campaign than one starring Bing Crosby, who is somewhat of an institution himself.

I LED THREE LIVES

Film Series, Syndicated by Ziv Tv Programs
Half-Hour a Week on 94 Stations
Production Chief: Maurice Unger
Director: Eddie Davis
Assistant Director: Ed Stein
Writer: Donn Mullally
Cast: Richard Carlson, Jeanne Cooper, Robert Anderson, Waldon Boyle, Emerson Tracy, John Frank, Gregory Walcott, William Grueneberg, Earle Keen.

IN WHAT promises to be one of the most exciting cops-and-robbers shows on the air this fall, Ziv has brought to television the stranger-than-fiction real-life story of Herbert A. Philbrick, the man who actually led three lives. Ostensibly a private citizen, concerned only with his job, home and family, he was also a local official of the Communist Party and—in his third life—an undercover agent for the FBI.

Richard Carlson, as Philbrick, looks and acts the part of a man who is trying to divide his life into three compartments and is having difficulty in keeping each part from spilling over into the others. His thoughts, spoken in a tense, nervous voice, occupy most of the soundtrack, telling the story in terms of his feelings as he walks past dingy, dark buildings in the wrong part of town on his way to a cell meeting at which he fears exposure, or tries to warn an FBI agent not to approach him as a Communist spy is watching, or has to make a quick switch from one of his three lives to another when he unexpectedly meets a client of his advertising agency while occupied with party business.

The first episode of *I Led Three Lives* was as full of suspense and excitement as the last reel of a Western movie.

The story moved at a rapid pace and the program was keyed to a high excitement level, yet for the most part the underlying note of reality was always there to make the viewer feel he was watching not just a make-believe story but something that could and did happen here. The only exception was the cell meeting scene, where the demands that the United States be destroyed completely, "until the last American flag is cut up for cotton waste," seemed so excessively dramatic as to be almost comic, rather than menacing.

All in all, *I Led Three Lives* seems destined to repeat or perhaps exceed in tv the success it had as a book and a newspaper serial story.

JAMIE

Network: ABC-TV
Time: Mon., 7:30-8 p.m., EST
Cast: Brandon de Wilde, Ernest Truex, Polly Rowles, Kathy Nolan
Sponsor: Alternating sponsorship by the Duffy-Mott Co. Inc., and The Ekco Products Co.
Agency: Young & Rubicam Inc., for Duffy-Mott; Dancer-Fitzgerald-Sample Inc., for Ekco Products
Executive Producer: Herbert Brodkin
Producer: Julian Claman
Director: Dan Levin
Sets: Fred Stover
Writers: (Premier) David Swift and Michael Morris
Origination: ABC Studios, New York

THE PREMIERE telecast of ABC-TV's *Jamie* series, starring Brandon de Wilde, an 11-year-old actor who already has won himself laurels in legitimate theatre and motion pictures, took place last Monday evening. Unfortunately, there probably will be no noticeable increase in the laurel pile resulting from his television debut. The young Mr. de Wilde did not shine on tv as he had done in his past stage and screen roles. As a lonely orphan boy, he gave a stilted, unmotivated performance, as did Ernest Truex, a veteran actor cast as his grandfather, Polly Rowles, playing his aunt, and Kathy Nolan in the role of his cousin. The series' first telecast was as overly-sentimental and as slow moving a half hour as ever a camera has focused upon.

The *Jamie* series will look into the experiences of a precocious but sensitive orphan youngster who finally finds a happy home with his grandfather after living with relatives whom he felt did not want him. This is a theme that has been done countless times before. But *Jamie* has its own particular variation. The format is based not so much upon the effect of the kindness shown the boy by his grandfather but rather upon the new lease on life his grandfather finds in the understanding and sympathy Jamie brings to the problems of an elderly man. The get-acquainted episode on Sept. 28 was no doubt intended to prompt a heart-warming audience reaction. But is was overdone. The effect was too sweet to be wholesome.

Technically, Jamie was put together well enough. The camera work was adequate. The series is using realistic sets that are plain but effective. What it needs is some plausable, fresh dialogue and a director with enough imagination to effectively use the talent which his cast has brought to him.

"Another TV station went on the air last week."

"That's news?"

"In Eastern Iowa, it's news."

In Eastern Iowa it's WMT-TV, the first station to go on the air with maximum 100 kw power (*"In the whole United States?"*) ("In the whole United States"); the first TV station with a tower 703 feet high (*"In the whole United States?"*) ("Between Milwaukee and Kansas City"); the first station on Channel 2 (*"In the whole Un . . . ?"*) ("In Eastern Iowa.")

WMT-TV was the first station to go on the air with three left-handed copywriters, the first station to advertise on page 17 of the October 5 issue of *Broadcasting*, the first station to go on the air with a staff member whose last name begins with Q whose middle initial is B.

WMT-TV may very well be the first station to advertise that we don't have great concentrations of population. But . . . of the total land area of thirty-five million acres, Iowa has 97% in farms; and there are families living on and working nearly every square mile of it, so there are no blind spots as there are in, shall we say, less fortunate areas. And there's the most rapt audience abuilding that ever sat and watched an advertiser worm his way into its collective heart.

WMT-TV

CBS & DuMont in Eastern Iowa

Channel 2 100,000 Watts

Mail Address: Cedar Rapids

National reps: The Katz Agency

RADIO STATION

WSAZ

HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

TOP TALENT
SELLING FOR
YOU!

"HOUR
of
STARS"

5:15 TO 6:00 PM
MONDAY THROUGH FRIDAY

THIS LINE-UP OF TOP-DRAWER STARS MAKES FOR LISTENING PLEASURE AND SELLING PRODUCTS A NATURAL.

- GINGER ROGERS
- DICK POWELL
- TONY MARTIN
- PEGGY LEE

FOR ADDITIONAL
INFORMATION CONTACT
C. TOM GARTEN
RADIO STATION MANAGER

CARD RATES APPLY
TO THIS PROGRAM

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

OHIO
WEST VIRGINIA
KENTUCKY

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

OPEN MIKE

Air Cleaner

EDITOR:

This letter is a bit tardy, but I want to pass along my great appreciation for the splendid article in the August 31 issue, entitled "Do Power Boosts Mean Bigger Tv Coverage?" This was an excellent presentation, and has already done much to clear the air of the numerous waves of misinformation emanating from various sources on the subject of the relative importance of power, tower heights and channels, as regards coverage. You have rendered another outstanding service to the industry.

Ward L. Quaal, V.P. &
Asst. Gen. Mgr.
Crosley Bcstg. Corp.,
Cincinnati

Weather Report

EDITOR:

Your highly informative magazine is one I like to take home and go over at my leisure. This was a disastrous step for me this weekend—caught in the rain, the magazine got a little wet—with the result that the front of my coat, my new gloves and purse were all smeared with the white coating on the magazine cover.

It will take some doing, but I think it will come off. Thought you might like to know, however, since the more convenient a publication is to carry around, the more it's read.

Mrs. Dorsey M. Roth, Promotion Manager
WGL Ft. Wayne, Ind.

[EDITOR'S NOTE: The editors hope that in future Mrs. Roth will keep her B•T like her powder—dry. All coated paper is apt to smear when wet.]

Switch

EDITOR:

The Sept. 21 3-D Cover. By reversing the glasses I was able to see through the lady, an innovation as usually it is the lady who sees through me.

C. B. Persons, Dir. of
Engineering
Arrowhead Network,
Duluth, Minn.

BBB Approval

EDITOR:

We wish to extend our congratulations on the forthright position your publication took in the editorial captioned "Honest Promotion," on page 138 of your Sept. 14 issue. Please accept our deep appreciation for this recognition of our efforts to encourage the use of franker advertising and publicity . . .

Kenneth W. Hood
Better Business Bureau of St. Louis Inc.,
St. Louis, Mo.

Newspapers Are Wonderful

EDITOR:

As usual, you did a terrific job in handling the Medill study [B•T, Sept. 7]. I enjoyed and was impressed with your feature story and then also the serious look at the study itself. . . .

I would very much like to have half-a-dozen reprints of "Newspapers are Wonderful," and its counterpart, "A Critical Look at Medill's Survey."

Simon Goldman, Manager
WJTN Jamestown, N. Y.

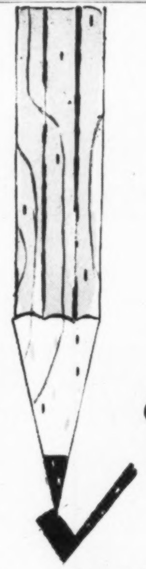
Local Department Stores sponsor more programs on KITE than any other station in the market—Radio or TV!

KITE

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

San Antonio's
Leading
Independent

Nat'l Rep. John E. Pearson Co.



Check
First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw

KTBC-TV can still increase power many times without a single change in its antenna system

High-gain VHF antenna

—with a 50-kw rating!

It delivers up to 316 kw ERP: RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting: Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of the antenna—using standard feedline.

It provides null fill-in: With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Benefits are: Effective close-in coverage, and vertical field-pattern shaping for constant field.

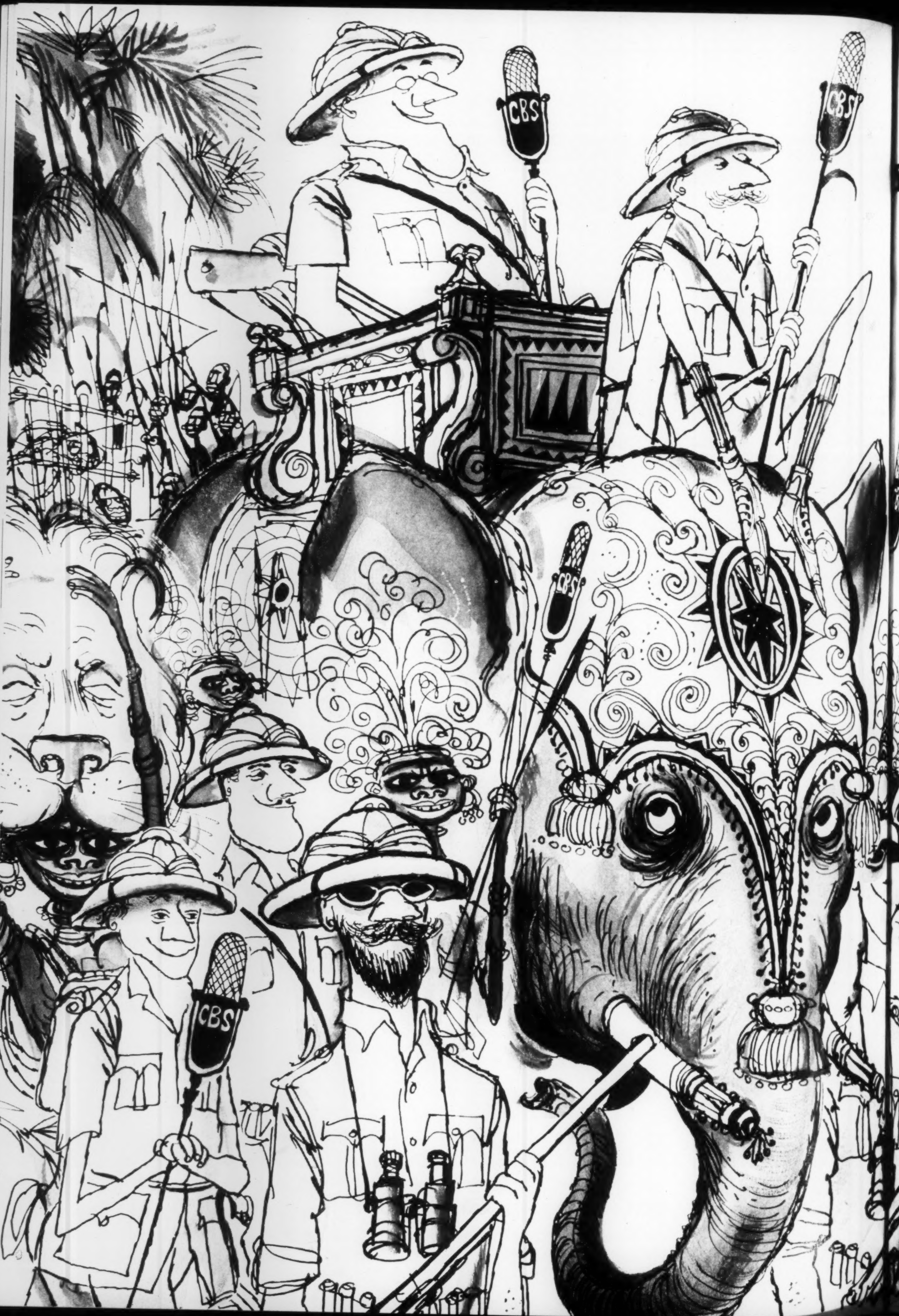
It uses a switchable feed system: Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*

Specially matched Styroflex line: No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position—even when line is coiled.

Complete VHF Antenna Accessories: RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

REMEMBER: RCA makes five different types of VHF 50-kw antennas to fit your needs. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—*tailored specifically for your VHF channel, power, and service area.* Let your RCA Broadcast Sales Representative help plan your TV antenna system.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.


CBS
CBS
CBS
CBS
CBS

XUM

With CBS Radio Spot Sales . . .

You'll bag the big game!

Nothing to it, sahib. Whatever your aim, you can't miss if you let us call your shots. If it's major-market sales you're after, for example, we can direct your fire to 14 of the nation's biggest and richest markets, with the most formidable weapon in each – the local CBS Radio station we represent.

Our account executives (who have an average of eight years of local station experience under their belts) can tell you all you want to know about these stations, their programs and their personalities.

Our research and promotion departments (each the largest in the spot broadcasting field) can help you select the strongest availabilities for your particular needs, making sure you hit the people you want to reach – the right ages, income levels, sex, and so forth – with rifle-shot accuracy.

And you'll reach *more* people than you would any other way, *because in each of these 14 areas the station we represent has the biggest average share of audience in its market, month after month.*

Whether you've got a tiger by the tail in one market and need special help, or want to beat the bush for sales in all 14 areas, you'll bag big game if you go hunting with . . .

CBS RADIO SPOT SALES

Representing: WCBS, New York—WBBM, Chicago—KNX, Los Angeles
WCAU, Philadelphia—WEEI, Boston—WTOP, Washington
WRVA, Richmond—WBT, Charlotte—WAPI, Birmingham
WMBR, Jacksonville—WCCO, Minneapolis-St. Paul—KMOX, St. Louis
KSL, Salt Lake City—KCBS, San Francisco
Columbia Pacific Radio Network—Bonneville Radio Network

CBS
CBS
CBS
Ronald Searle

NEW FACILITIES FOR BUILDING

BIGGER SALES

This ultra-modern structure is WIBG's new studio and transmitter headquarters.

WE SPECIALIZE IN SELLING!

CAR CARDS
with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS
blanket the complete Philadelphia market area, promoting WIBG programs.

WINDOW DISPLAYS
of sponsors' products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL
goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public. Audience appeal, listener loyalty, plus our expanded facilities and special promotional services are further proof that radio is still the best advertising buy in Philadelphia.

10,000 Watts
Philadelphia's most powerful independent.

W I G B

Represented by
RADIO REPRESENTATIVES, INC.

our respects

to JOHN WILLIAM KNODEL

HIS intimates call him "Uncle Willie, the Kansas stubble jumper" but in the territory he covers, such familiarity apparently breeds no contempt for John William Knodel.

In fact, Bill Knodel, executive vice president of Avery-Knodel Inc., national radio-tv station representative firm, has inspired a warm-hearted affection among the clients he serves. He believes in continuous field contact, seeing a good many broadcasters.

With the mushrooming of television, he is traveling more than ever these days, covering Detroit, Kansas City and Omaha, at the advertising and account level and other cities in which his firm represents stations.

In the manner of his colleague and founder-president, Lewis Havens Avery, Mr. Knodel abhors inactivity. This restlessness has been a cornerstone upon which Avery-Knodel has built a reputation as one of the top 10 representatives. Present clients: about 33 radio and 14 tv stations and two regional networks.

"Uncle Willie" says he "ain't had much book larnin' " but this would be a tongue-in-cheek dismissal of his own talents and abilities since joining Free & Peters and, later, in his association with Lew Avery, with whom he worked at F & P in the early '40s.

Hails From Kansas

Mr. Knodel comes from a small town in Kansas (Marysville—population, 6,000), where he was born on June 21, 1908. His early inclinations were musical and young Mr. Knodel played the saxophone and violin with a college dance band, but the evidence then was that he would settle down and "raise poultry and hogs," as he puts it.

With that in mind, he attended Kansas State College 1924-26. The bucolic life didn't materialize, however, and the youth traveled to Kansas City. His first job: floorwalker in Kresge's 5 & 10 cent store.

Mr. Knodel later moved to Lincoln, Neb., joining the local *Star* in an advertising capacity and later the Omaha *Bee-News*. After two years in sales, Mr. Knodel became national advertising manager for the one-time Hearst paper.

In 1939 Bill Knodel came to Free & Peters as a salesman and two years later was appointed vice president and Chicago sales manager for the representation firm. He resigned Sept. 15, 1945, to become national sales manager of the Marshall Field Stations (KOIN Portland, KJR Seattle, WSAI Cincinnati, and WJJD Chicago). The following year re-established his association with Lew Avery, who had set up the Lewis H. Avery Co. They re-named the firm Avery-Knodel Inc. and have been in business ever since.

Seek Top-Level Contact

Bill Knodel has his own philosophy about radio and television today as it is reflected at the station representative level. He believes fervently that the secret of "successful radio selling" lies in frequent and top-level contact.

"Some people don't get to the account level enough" he claims. His credo: Go right to the top—to the man who runs the show.

"The future of radio and television selling depends on more aggressive selling and contact with advertisers as well as agencies," he feels.

Bill Knodel practices what he preaches. He makes frequent calls on national advertisers—and not only to the advertising or sales manager. As the result of his many travels, he is particularly optimistic about the future of spot radio, in which he reports there has been a renewed interest. He believes saturation schedules are putting new life into radio, and that radio need not suffer because of tv. Certain accounts are adaptable to each, he feels.

Mr. Knodel is a member of the Chicago Federated Advertising Club and Detroit Advertising Club. In association with Lew Avery, he served in 1934-44 on NAB's Sales Managers Executive Committees.

Recognizes Pitfalls

On the less optimistic side, Bill Knodel shares the qualms of many other station representatives (as well as agency executives) who decry a "vicious" practice of some national advertisers who allow their dealers and jobbers to purchase advertising at retail rates which often results in schedules that do not serve the manufacturer's best interests or produce the best possible results.

It's all a matter of TASTE . . .

The botanists call them *vigna sinensis*—The Southlanders call them Black-Eyed Peas, and consider them a table delicacy—the North calls them Cow Peas, and raise them as cattle feed. But whatever you call them, you'll admit they prove a point . . . that *individual and regional tastes differ greatly!*

That's why America's leading independent radio stations are your best buy; because they are better able to cater to the tastes of their radio audiences! That's why advertisers everywhere are reporting better results from utilizing the pin-point programming of on-the-spot independents. Next time, try independents yourself . . . your sales will show it!

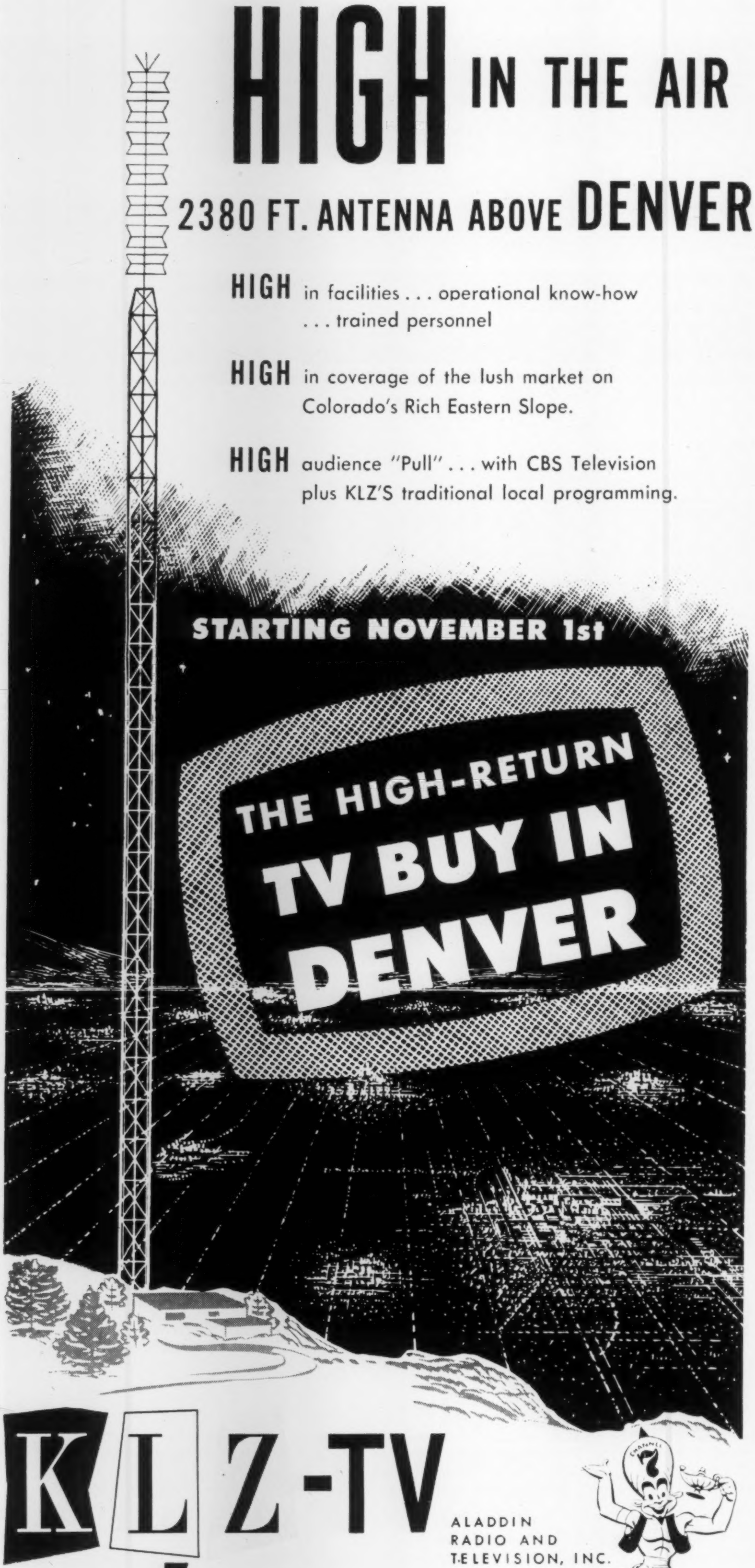
THESE STATIONS CATER TO THEIR HOME TOWN'S TASTES:

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
WKYW — Louisville, Kentucky
WMIL — Milwaukee, Wisconsin
WMIN — Minneapolis—St. Paul, Minn.
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WBOK — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KLAN — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS


HIGH IN THE AIR
2380 FT. ANTENNA ABOVE DENVER

HIGH in facilities . . . operational know-how . . . trained personnel

HIGH in coverage of the lush market on Colorado's Rich Eastern Slope.

HIGH audience "Pull" . . . with CBS Television plus KLZ'S traditional local programming.

STARTING NOVEMBER 1st

THE HIGH-RETURN TV BUY IN DENVER

KLZ-TV
CHANNEL 7 DENVER
CBS TELEVISION
ALADDIN RADIO AND TELEVISION, INC.
See your KATZ man

Kay Ostrander

on all accounts

THREE years ago Kay Ostrander told Dan B. Miner Co., Los Angeles, she knew very little about buying time. Undaunted, the city's oldest agency hired her as timebuyer, promising to teach her. Praised when right and scolded when wrong, she learned the hard way, as no lessons were forthcoming.

Currently surrounded by maps, plans and surveys, Mrs. Ostrander is readying the proposed January start of Mytinger & Casselberry's initial effort in national radio programming for Nutrilite food supplement. Previously only a user of four-color prestige advertising, the firm's entry into radio is providing her with an exciting challenge.

This active young woman is a far cry from a rather bored English history major who left San Bernardino Junior College to enroll in a Los Angeles business school.

A native Californian, her first job was at Menasco Mfg. Co., Burbank war plant, where from 1942 to 1945 she designed tools and wrote publicity. A year later she was at Lockheed Aircraft Corp., writing publicity.

Since radio intrigued her, she joined the Columbia Pacific Radio Network, where she became assistant producer ("in lieu of a raise") on *Free for All* and *Hope Chest*, promoting giveaway prizes for the two weekly programs.

Her interest in advertising grew, but before joining McNeill & McCleery in May of 1948, she had married Charles Ostrander the previous January.

At the end of two years, she had a brief sojourn at Western Adv. Agency Inc. and her fleeting introduction to timebuying.

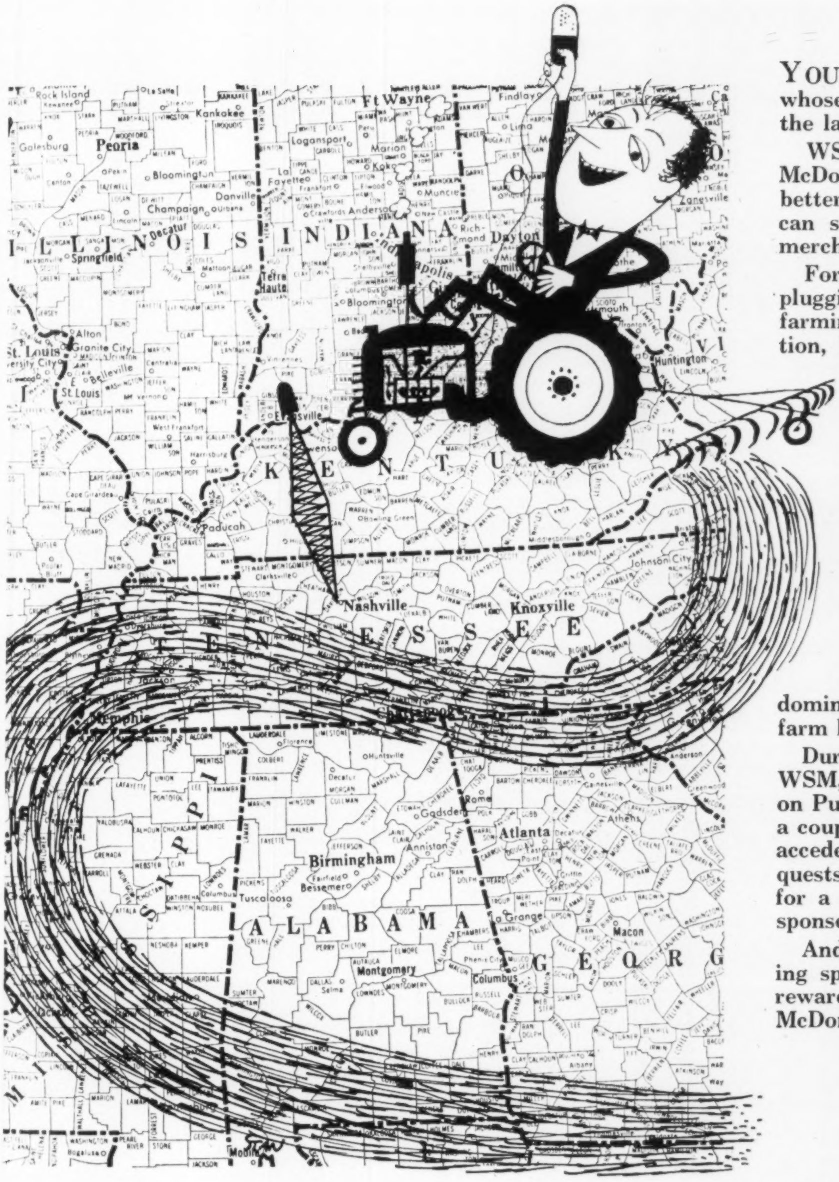
Now with Dan B. Miner, where more than half of the executive posts are filled by women, she handles Bu-Tay Products (water conditioner) and Kerr Glass Mfg. Co., both national accounts. Regional users of radio-tv are Kendall Foods (dry dog food) and Prepared Products (seasoned flour). Heavy users of California radio-tv are Thrifty Drug Stores, Interstate Bakeries, Forest Lawn Memorial Park, Luer Packing, Lakewood Park (real estate development) and Sues, Young & Brown (wholesale distributor of Zenith tv and Norge appliances).

Mrs. Ostrander believes that radio never died, although it did cough a little, and now is stronger than ever.

For a "fun" assignment, she likes saturation campaigns for which she can bargain with the stations to make her budget buy all available time.

The Ostranders and daughter Trina, 1, live in Los Angeles.

Old M^c^Donald has a farm which covers the Central South


ILLINOIS
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
Rock Island
Peoria
Galesburg
Kankakee
Bloomington
Champaign
Danville
Decatur
Springfield
Ft Wayne
Findlay
Lima
Logansport
Marion
Kokomo
Muncie
Lafayette
Anderson
Richmond
Dayton
Terre Haute
Bloomington
Alton
Granite City
St. Louis
Belleville
Evansville
Huntington
Paducah
Bowling Green
Clarksville
Nashville
Knoxville
Johnson City
Memphis
Chattanooga
Florence
Huntsville
Decatur
Rome
Gadsden
Anniston
Birmingham
Bessemer
Tuscaloosa
Atlanta
Athens
La Grange
Macon
Montgomery
Columbus
Selma
Albany
Mobile

YOU'VE heard of the farmer whose ambition was to buy all the land adjoining him?

WSM's Farm Director, John McDonald, has gone him one better. So listen to a story that can sell an amazing amount of merchandise for you.

For eight years, John has been plugging away, selling better farming methods, soil conservation, better livestock, crop rotation, forest conservation, everything a farmer needs to do to improve his land and his lot. And for as many years, Southern farmers have listened, heeded and profited by John McDonald's advice. They plant when John says so, buy when John says so, sell when he tells them the time is ripe. First thing everybody at WSM knew, John McDonald was a dominant figure in Southern farm life.

During his first six years at WSM, John was used exclusively on Public Service Programs. But a couple of years ago, the station acceded to repeated sponsor requests and let him go commercial for a carefully selected group of sponsors.

And at this writing, the following sponsors are harvesting rich rewards from WSM selling John McDonald style:

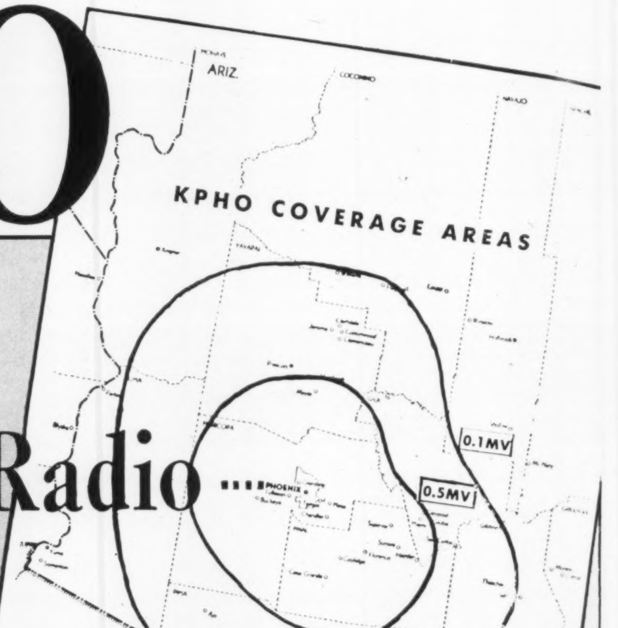
Columbiana Seed Company
Purina Mills
Reynolds Metals Company
U. S. Industrial Chemicals
Lederle Laboratories

If you have a product appealing to farmers, better find out what John McDonald can do for it, and you. Tom Harrison or any Petry Man can fill in the details.

WSM *Nashville • Clear Channel • 50,000 Watts*

KPHO

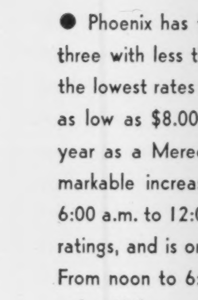
...Best Buy In Phoenix Radio...

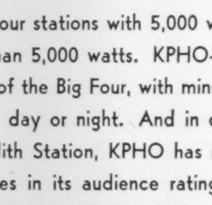


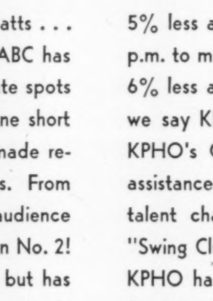
KPHO's ONE RATE

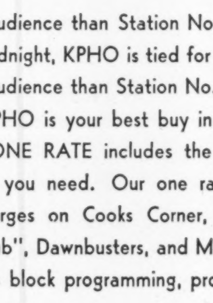
Includes The Merchandising Help You Need!

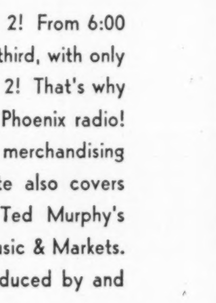
● Phoenix has four stations with 5,000 watts . . . three with less than 5,000 watts. KPHO-ABC has the lowest rates of the Big Four, with minute spots as low as $8.00, day or night. And in one short year as a Meredith Station, KPHO has made remarkable increases in its audience ratings. From 6:00 a.m. to 12:00 noon, KPHO is third in audience ratings, and is only 3% smaller than Station No. 2! From noon to 6:00 p.m., KPHO is fourth, but has only 1% less audience than Station No. 3 and only 5% less audience than Station No. 2! From 6:00 p.m. to midnight, KPHO is tied for third, with only 6% less audience than Station No. 2! That's why we say KPHO is your best buy in Phoenix radio! KPHO's ONE RATE includes the merchandising assistance you need. Our one rate also covers talent charges on Cooks Corner, Ted Murphy's "Swing Club", Dawnbusters, and Music & Markets. KPHO has block programming, produced by and for Arizonans.


Jack Carney


Gene Spry


Ruth Dunlop


Wayne Center


Ted Murphy

ARIZONA'S FINEST RADIO EQUIPMENT!

REPRESENTED BY THE KATZ AGENCY

It's Good To Know "It's a Meredith Station"

KPHO and KPHO-TV Phoenix..WOW and WOW-TV, Omaha..WHEN, Syracuse

AFFILIATED WITH BETTER HOMES and GARDENS ... SUCCESSFUL FARMING MAGAZINES

BROADCASTING
TELECASTING

October 5, 1953

Vol. 45, No. 14

REPRESENTATIVES BLAST 'NBC SPOT INVASION'

Network spot by any other name is still network—with its lower network rates—say unimpressed national representatives in a compilation by Station Representatives Assn. on reactions to Brig. Gen. David Sarnoff's Sept. 17 talk to NBC Radio affiliates in Chicago.

CRITICISM rather than cheers makes up the reaction of station representatives to the solutions for radio's ills advanced Sept. 17 by the RCA-NBC board chairman and NBC president, Brig. Gen. David Sarnoff, in an address to NBC's radio affiliates [B•T, Sept. 21].

Comments of station representatives have been compiled from letters, bulletins and conversations by Station Representatives Assn. under the title "NBC Invasion of Spot Business," which aptly sets the tenor of the quotations it includes.

"The General was specific about increasing costs of network operation and decline in network time sales," one station representative said. "But nowhere in the speech did I see any reference to—or concern for—healthy station economics, good station earnings, station problems with costs and expenses, and particularly no reference to the income stations will now lose if NBC succeeds in diverting national spot business to network spot carriers.

Not Willing To Lose

"The representatives, on the other hand, are deeply concerned with the economic welfare of their stations. The General says 'even if networks did attract a fraction of funds that might otherwise be spent on spot radio.' Now I can't think of any of my stations who are willing to lose any fraction of their spot income. In fact, they and we use all our energies, every possible idea, to increase spot business by more than fractions to solve the stations' economic problems."

Chief target of the SRA comments is the "NB3" plan, whereby an advertiser may buy three or more participations a week to be distributed as he wishes among three Monday-Friday serial programs—*Second Chance* at 11:45 a.m.-12 noon; *It Pays To Be Married* at 5:45-6 p.m.; *Fibber McGee & Molly* at 10-10:15 p.m.—at the price of one-third of the 15-minute rate for time plus a pro rata talent charge. It may or may not be pertinent that NBC late last week reported that no sales under this plan have been made as yet.

"In spot radio," according to one station representative quoted by SRA, "the advertiser is buying established news or other programs" or "is buying participations in similar station programs that are mature, established, with known audiences. But in the NB3 plan the advertiser is asked to buy participations in shows, two of which are new, have no record, are not established, and of unknown audience value.

"The advertiser might also ask himself how long he might have this program to carry his announcements. Let us suppose that one or more of these NB3 shows proves to be a big audience getter; suppose a network advertiser wants to buy the entire 15 minutes across the board; in all probability you would then see the network reverting to network philosophy, selling the show to one advertiser.

"Furthermore, the advertiser might ask himself why it is that if the network time is hard to sell, presumably because it doesn't pay in big units, why should smaller units with weaker impact be successful? No matter how much of this NB3 plan may have the appearance of spot radio advertising, it is still network, subject to the same difficulties as network-arbitrary markets, arbitrary stations, arbitrary time, arbitrary programs, all of it fundamentally opposed to the flexibility of national spot."

T. F. FLANAGAN
His SRA Takes Exception

If the "NB3" plan in the station representatives' opinion is not good for advertisers they feel even more strongly that it is bad for stations. One representative reported that for one major market station he represents, the net income on an order for three one-minute announcements, daytime, at the 100-time rate, is $43.20, contrasted to a net of $16.32 for the same three announcements on a "network spot carrier" such as NB3. On a smaller station, he said, three nighttime announcements at the highest frequency discount would bring in $20.38, compared to an income of $5.73 from the network for 15 minutes. Daytime, three one-minute announcements would net this station $11.91, to $2.87 on the network deal.

Noting that "the networks would answer that they are providing the station with a program that fills up 15 minutes of station time and may attract audiences," this representative admitted that station owners "value their network affiliations and like big-name shows." But, he stated, "the fact is that station programs—local shows, musical clocks, sports, etc.—attract audiences larger than the network shows and with better sales impact."

Spot Income More Valuable

The consensus of all his NBC affiliated stations, he said, "taking into consideration dollar income, cost of programming by the station, network programming, sustaining shows," was that "national spot business brings in at least twice as much income as the same time on a network basis. Why should my stations risk the loss of even a fraction of their income to network economic needs? If the network business deteriorates further, may we expect that there will be more NB3 shows with more spot announcements to be sold in them?

"And if NBC, setting its own rates for these shows in competition with the station's spot rate, succeeds in selling the idea to advertisers, wouldn't other networks meet the competition and set up their own spot carrier plans?

"What profit radio if the networks increase their earnings and the stations lose their profitable business? You can have radio without networks, but not without stations."

That view was echoed by another representative who said he "would rather operate a representative business in radio and tv with networks than without them," but added, "We may have to do without them. If their economics and prospects are as dire as painted, if their imagination for success is limited to invading the growing, healthy spot business instead of developing their unique advertiser-sponsored program business with its hundreds of prospective accounts they are unable to sell, then I fear for their future.

"If the networks are unresponsive to new radio ideas, if they scheme up these Tandem and NB3 plans to crop the grass in the stations' pastures instead of rebuilding their own acres, then I fear we shall have a new pattern of radio programming, non-network," he said. "While I would regret the necessity and realize the great efforts we shall have to put forth to give birth to the new pattern, I haven't the slightest doubt that radio would emerge highly useful in its service to the public."

Noting that Gen. Sarnoff "limits the possibility of more than one or two independently programmed stations in a market because 'one station' siphons off the major part of a highly

AT A SPOT RADIO clinic sponsored by Station Representatives Assn. in the Hotel Biltmore, New York, last month were (l to r, seated) George Beaumont, Paul Podgus, Casey Jones, Mark Becker and Ed Murtfeldt, all of Benton & Bowles Inc.; standing, Reg Rollinson, director of advertiser relations, SRA; Arthur McCoy, Avery-Knodel Inc.; Morris Kellner, The Katz Agency; Dick Gurkin, John Blair & Co.; John Carter, Adam J. Young Jr. Inc.; Mike Turner, Benton & Bowles, and Jones Scovern, Free & Peters Inc.

Agency Liability Talks

PROBLEM of liabilities of the advertising agency for time and space commitments will be discussed at a meeting of the League of Advertising Agencies in New York Thursday. Guest speaker will be Morton J. Simon, legal counsel to the league and authority on advertising agency law.

Mr. Simon will discuss litigation involving a Washington agency as a result of the financial difficulties of one of its important clients. A question-and-answer period will follow his talk.

specialized audience for music and news," an SRA member commented: "I doubt if he knows the real possibilities of local programming. He didn't mention sports, local controversies, politics, home service programs, farm shows, disk jockey varied formulas. There is a good deal more to station programming than 'music and news.' Furthermore, there is a great bank of independently produced programs — drama, comedy, drama serials, forums, women's panel, quiz, children's and others."

Why Sacrifice 'Crusade'

Gen. Sarnoff's reference to the growth of national spot—up 19% in time sales since 1948 while network business dropped 22%—and to expectations that spot volume will be even higher this fall than last, drew the answer that "spot volume is higher in spite of the poorer adjacencies to network program audiences, and in part because of the representatives-sponsored Crusade for Spot Radio. Since the stations largely support the Crusade, I do not believe that they will want to sacrifice the fruits of their efforts by cutting their income on the risk of changing their good national spot sales into network spot."

Stating that the networks' strength lies in block programming—Godfrey on CBS, *Breakfast Club* on ABC, soap operas on NBC—SRA pointed out that "these are not the shows that networks are offering for spot participations. The NB3 plan is exactly the opposite from block programming. It is one program in the morning, one in the afternoon, one at night, with no similarity in program content, no mood programming to draw audiences. If NBC block programming is the right idea, then the NB3 plan necessarily must be the wrong idea."

Agreement with Gen. Sarnoff's "vigorous attack on rating systems" is expressed in the SRA compendium of representatives' reactions to his Chicago address. "His position coincides exactly with the policy and practice of representatives' selling over the past years. We have consistently urged that no rating systems, no sampling, could possibly measure the total, growing, changing radio audiences and listening time." SRA chided the general for overlooking "one of the most important listening posts—people at work"—and quoted a Pulse study made last month in New York that found 25.5% of out-of-home listening taking place at work.

There is no agreement, however, with Gen. Sarnoff's words on rate cutting, SRA laying the blame for this practice directly at the networks' door. "If the networks did not start rate cutting, who did?" the station representatives angrily ask. "Who gave up on radio when television was born? What examples are the network o & o stations setting with their deals and concessions? What kind of leadership is continued, outrageous big market, big station rate cutting?

The Way To Stop

"Gen. Sarnoff ought to know that the way to stop rate deals is to stop. We cannot afford to run this business on any other principle than *noblesse oblige*."

Despite the recognized effects of television on nighttime radio, SRA points out that "in many tv markets already established spot radio and local radio have increased. Radio sets sell well in tv markets. Radio ratings seem to be on the increase as a total in established tv markets; this in spite of the ease of crediting tv viewing in ratings with one set in the living room and the impossibility of measuring universal radio.

"Now if spot and local radio can increase in the larger, established tv markets and totally, what is the matter with network radio? What price management?"

Many more critical comments on the networks' alleged attempts to enter unfairly into the field of spot radio and to deprive the stations of spot revenue, with particular attention focused on the "NB3" plan, are set forth in the SRA report. These are well summed up in the concluding statement of T. F. Flanagan, SRA managing director, which reads:

Flanagan's Summation

"The networks have been most successful when they have created new program patterns that were saleable to sponsors as half-hour or hour programs, because they could attract audience. This process was profitable to advertisers, networks, and affiliates.

"What is now proposed is only a new format for old ideas. The proposed NB3 plan—like Tandem, Pyramid and similar devices—simmers down to pressuring affiliates into another rate cut under another name.

"When a network sells national spot announcements at network rates in network shows, the net result could be the siphoning off of national spot dollars into network dollars with these serious drawbacks for the affiliates: (1) Loss of revenue; (2) impairment of spot business; (3) impairment of the station rate structure.

"And this proposed new radical change in structure of the radio business unfortunately sets up a precedent for the networks to fix on television."

NETWORK PARTICIPATION OFFERS

THREE of the four nationwide radio networks offer advertisers the chance to buy participation on several programs instead of full sponsorship.

ABC, which formerly made such an offer, titled "Pyramid Plan," now has no such program package, preferring its present plan of offering four evening network quarter-hours at the one-hour rate.

Mutual currently has four sponsors for its "Multi-Message Plan" of participations in five half-hour programs, 8-8:30 p.m., Monday through Friday. Lever Brothers Co. has five participations for Rayve shampoo; S.O.S. Co. also has five; Emerson Drug has two for Bromo-Seltzer, and R. J. Reynolds Tobacco Co. three for Camels, leaving only five of the 20 availabilities still unsold.

NBC has signed Coleman Co. (stoves) as one sponsor for its "Tandem Plan" in which three advertisers co-sponsor three evening half-hour shows. The other two Tandem availabilities are still open. NBC has announced no sponsors as yet for its new participation offer, the "Three Plan," which makes available three announcements per broadcast of three, 15-minute, Monday-Friday serial, and *Big Preview* and *Weekend*, which sell announcements on the NBC-TV *Today* pattern.

CBS Radio's "Power Plan," comprising three programs broadcast 8-8:30 p.m., Wednesday, Thursday and Friday, which offers three 10-minute segments for sponsorship in each half-hour, is five-ninths sold this fall. Procter & Gamble Co., for Lava soap, participates in the Wednesday and Friday Broadcasts; Eno-Scott & Browne, for Brylcreme, in all three.

SEVEN MAJOR ADVERTISERS FIGURE IN WEEK'S RADIO-TV PURCHASES

Dealing for across-the-board strips, participations and half-hour network shows were Phillips Petroleum, Lambert Pharmacal, Lever Bros., Procter & Gamble, American Chicle, Borden and American Tobacco.

AT LEAST seven major advertisers figured actively in radio and television last week with business buys that included across-the-board strips, participations and half-hour network shows.

Advertisers in the week's surge of business included Phillips Petroleum Co., Lambert Pharmacal Co., Lever Bros. Co., Procter & Gamble Co., American Chicle Co., Borden Co. and American Tobacco Co.

Phillips Petroleum, Bartlesville, Okla. (Phillips 66), launched a half-hour filmed series called *Game of the Week* for 13 weeks in 27 television markets. This program will run until Dec. 14, at which time the Frederic W. Ziv package *I Led Three Lives* will be sponsored by Phillips in about 25 markets for 52 weeks. The latter program probably will be carried on the same station lineup now presenting the football show. Lambert & Feasley, New York, is the agency.

Lambert Pharmacal, St. Louis (Listerine), will sponsor a five-minute strip across-the-board in radio and television. The film will feature Mary Ford and Les Paul and will be launched on television Oct. 12, placed regionally in 25 markets for 39 weeks. The placement of the radio series featuring the same stars currently is under negotiation, with all four networks submitting time availabilities. Lambert & Feasley, New York, is the agency.

Lever Bros. purchased a television participation schedule on NBC-TV's *Today* [B•T, Sept. 21] and also is considering sponsorship of an across-the-board radio strip, 2:30-2:45 p.m. on NBC. The television schedule calls for a minimum of 104 segments of *Today*, starting Nov. 11 and continuing for 52 weeks. Lever will advertise two of its products twice weekly. The initial products will be Good Luck Margarine, Rinso and Lux Liquid. The contract with NBC-TV prohibits other soap, detergent and margarine manufacturers from participating on the show. Lever plans to rotate the spots for all its products during the year.

Procter & Gamble (Lilt), through Biow Co., New York, is looking for a half-hour dramatic television show for nighttime showing. Robert E. Kinter, ABC president, and agency executives conferred last week on time availabilities. A decision is expected shortly.

American Chicle Adds

American Chicle Co., maker of Clorets and Dentyne, in addition to co-sponsorship of *Rocky King* on DuMont, will co-sponsor another DuMont show, *Colonel Humphrey Flack*, starting Oct. 7 (Wed., 9-9:30 p.m.). Dancer-Fitzgerald-Sample, New York, is the agency. The series is a comedy drawn from short stories by Everett Rhodes Castle which appeared in the *Saturday Evening Post* and subsequently were adapted as a radio series. The tv version will be produced by Stark-Layton Inc.

Borden Co. (Borden's instant coffee) has purchased 15 minutes of *The Kate Smith Hour* on NBC-TV, starting Oct. 13. Borden will sponsor the Tuesday 3:30-45 p.m. segment for 39 weeks. Agency is Doherty, Clifford, Steers & Shenfield.

American Tobacco Co. (Lucky Strike cigarettes) signed a 52-week contract with NBC Spot Sales for a major time block on five NBC-owned radio stations for sponsorship of *Light Up Time*, an across-the-board nighttime program of news and music starting Oct. 5 [B•T, Sept. 14]. The sale was described as one of the biggest and most significant single radio spot sales buys in recent years.

The contract, placed through BBDO, New York, calls for five half-hours a week on NBC's WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, and five 25-minute periods weekly on WNBC New York. The first five minutes of *Light Up Time* in each of these cities, except New York, will be devoted to a news roundup followed by recorded music presided over by a local personality.

American Tobacco Co. will receive all-out merchandising cooperation through the "Chain Lightning" plan of NBC's owned and operated stations division. Authorities said it will be the first client to benefit from the merchandising benefits of the plan in all five major markets. As a result Lucky Strike cigarettes will be featured in more than 3,000 food stores in five cities, or 20% of all supermarkets in the country, it was pointed out.

L&N Expands Staff; Barton Named V. P.

LENNEN & NEWELL, New York, to meet the needs of its rapidly growing radio and television department, has added several staff members and promoted one executive, it was announced last week by Nicholas Keesly, senior vice president in charge of that department.

Frank Barton, member of the department, was named a vice president. New additions to the programming staff are: Tony Pan, formerly with William Esty & Co., to L & M as vice president and director of commercial production for radio and television; Theodore Huston, with McCann-Erickson, as a television producer; Fred Kilian, Young & Rubicam, Chicago, to work with Mr. Keesly directly on program development work; Jean Jaffe, from J. Walter Thompson Co., and Richard Eyman, from McCann-Erickson, who have joined the timebuying department.

The agency's radio and television billing is now running over $15 million a year.

Poulson Buys 2 Firms

G. H. POULSON & CO., Toledo, Ohio, last week announced its purchase of Carey Advertising Agency, owned by William P. Carey, and Hack Swain Productions, radio and recording firm, owned by Hack Swain, both of Sarasota, Fla. Messrs. Carey and Swain will continue to head the firms and will become vice presidents of Poulson & Co., according to G. H. Poulson, president.

A St. Louis 'First'—Scruggs Signs with KMOX

FIRST major crack in the traditional St. Louis resistance to use of radio by department stores developed fortnight ago when high-ranking Scruggs-Vandervoort-Barney signed with KMOX for a weekly, one-hour teen-age program. The 52-week account is believed to be in the neighborhood of $50,000.

This inroad into the newspaper hold on major retailers in St. Louis was made when Frank Mayfield, president of "Scruggs," as it is often termed, signed a contract with Maurice Hirsch, president of Hirsch, Tamm & Ullman, St. Louis agency, and Robert Hyland Jr., KMOX general sales manager.

FIRST major radio program contract in St. Louis retail history is signed by Scruggs-Vandervoort-Barney store. At contract signing were (l to r): Earl Collier, Scruggs publicity director; Robert Hyland Jr., KMOX general sales manager; Frank Mayfield (seated), president of Scruggs, and Maurice Hirsch, president of Hirsch, Tamm & Ullman, St. Louis agency.

Members of the city's retail association have long been credited with maintaining an anti-radio program attitude. The Scruggs store ranks as one of the first three in the St. Louis area.

First program went on the air at 10 a.m. Sept. 26 in the Scruggs Music Hall, seating 300. Each week the store salutes a local high school, featuring eight talented students from the school who are selected in auditions. While not a talent search, three weekly winners receive merchandise prizes. At the end of eight weeks a semi-finalist will be selected.

The final winner after two cycles, and the runner-up, will receive prizes. These include a $1,000 savings bond, $1,000 scholarship and trip to New York. Details of prize awards are being worked out. Motorola is cooperating with Scruggs in the awards.

Curt Ray, of the KMOX staff, was m. c. of the first program, with the KMOX orchestra taking part. First guest was Johnny Ray, with each contestant getting an album of his recordings. Tickets for the program are distributed by the store and KMOX.

Commercials feature teen-age departments, including a fashion commentary by Tommye Birch. They promote the store from basement to rooftop, including records, clothing and other departments catering to youngsters of high school age.

O'Lavin, Ex-WDAY Head, Sells Fargo Agency Interest

O'LAVIN, Flint & Assoc., Fargo, N. D., advertising agency, has been reorganized and renamed Harold E. Flint & Assoc. after the sale of Barney O'Lavin's interest and that of Fargo attorney Harold W. Bangert's interest.

Mr. O'Lavin joined WDAY Fargo in 1935 where he became general manager. In 1946, he left the station to form the agency. Mr. O'Lavin has announced he will devote full time to the O'Lavin Travel Service which he operates in Fargo and Sioux Falls, S. D.

In the reorganization, Mr. Flint becomes president of the firm bearing his name; Richard C. Rosenthal, former vice president, becomes vice president and secretary, and Lee Holland, treasurer, becomes vice president and treasurer.

SSC&B Slates Expansion

SULLIVAN, Stauffer, Colwell & Bayles, New York, has expanded its Hollywood offices with the appointment of Jack Van Nostrand in charge of West Coast activities and Virginia Reed as his assistant, and has taken additional space in the Equitable Bldg. William Stuhler, who recently joined the agency in an executive capacity, will act as liaison between the eastern and western offices.

At least five of the agency's network programs will be originating from Hollywood, including the Danny Thomas show for Speidel watchbands, the Ray Bolger show for Pall Mall cigarettes, and the Ralph Edwards *Place the Face* show for Carter Products.

NEW BUSINESS

Vitamin Corp. of America, through BBDO, N. Y., is conducting biggest sales promotion drive in its history, using radio, television, newspapers, and magazines. Television coverage includes 20- and 60-second announcements as well as participation on Paul Dixon and other network shows. On radio, in addition to spots, sportscasts will carry firm's message before and after World Series games on full MBS network. Gabriel Heatter show also is being used.

Borden Co., N. Y. (food products, fluid milk-ice cream, and cheese divisions), through Young & Rubicam Inc., S. F., starts seven-week radio-tv spot announcement campaign in California and Arizona Oct. 7, on yet-undisclosed stations.

Pharmco Inc., Newark, is extending its radio spot schedule in four markets starting Oct. 19 and running to March 1, 1954. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

Firestone Tire & Rubber Co., Akron, renews *Voice of Firestone* on NBC and NBC-TV (Mon., 8:30-9 p.m. EST), using 156 am and 67 tv stations. Agency: Sweeney & James Co., Cleveland.

Electric Shaver Div. of Remington Rand Inc. signs to sponsor *What's My Line* on alternate weeks, effective Oct. 4, (CBS-TV, Sun., 10:30-11 p.m.). Young & Rubicam, N. Y., is agency. **Jules Montenier Inc.,** continues as sponsor other week.

Pharmaceuticals Inc. (Geritol) moves Jack Barry's *Juvenile Jury* from NBC-TV to CBS-TV Oct. 11, Sundays, 3-3:30 p.m. Agency: Edward Kletter Assoc. Inc.

Club Aluminum Products Co., Chicago, renews *Club Time* over ABC radio, Saturday, 6:30-6:45 p.m. EST, starting Oct. 31. Agency: Buchanan Co., Chicago.

LAST TWO-THIRDS INTEREST IN UTP BOUGHT BY JACK GROSS, PHIL KRASNE

Buying the remaining two-thirds of United Television Programs Inc. to give them complete ownership, Jack Gross and Phil Krasne say they will expand UTP's sales setup and continue distributing films from other producers in addition to their own productions.

PURCHASE of the remaining two-thirds interest in United Television Programs Inc. by Jack Gross and Phil Krasne for "over a quarter of a million dollars," making them complete owners, was concluded last Wednesday. Formerly owners of one-third interest, Messrs. Gross and Krasne acquired one-third from Sam Costello and Ben Frye of Studio Films and one-third from Milton Blink of Standard Radio Transcription Services and Jerry King.

Producers of CBS-TV *Big Town* and the upcoming *Lone Wolf* video film series, Mr. Gross said he and his partner did not acquire UTP solely for distribution of their own product. "We are still in business with other producers and have many new deals in the offing," he stated.

"While there will be little reorganization in the UTP setup, we will expand the sales organization considerably," he said.

West Coast Meeting

Meetings started in Hollywood for this purpose over the weekend, participated in by Aaron Beckwith, Gross-Krasne vice president in charge of sales; George Weiss, UTP sales manager; Wynn Nathan, UTP western sales manager; Monroe Mendelsohn, UTP head of publicity-promotion in New York, and other executives.

Financing for the purchase is being handled by Stillman & Stillman, brokers, and bank representative Vilem Zwillinger.

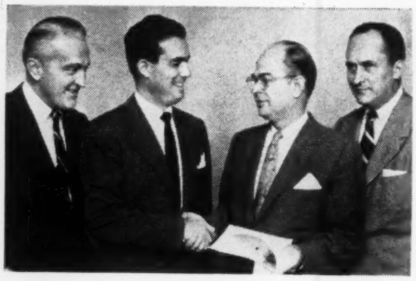
Mr. Gross will be UTP board chairman and Mr. Krasne president, while George Weiss continues as national sales manager. UTP headquarters will be in Hollywood.

It is reported that Ben Frye and Sam Costello will put Studio Films into more active video film production.

Explaining he had sold his interest in Standard Radio Transcription Services to Milton Blink, last July 1, Mr. King added he has no current business plans and any future plans must await his return from an extended vacation. He is leaving now on his sailboat for a three-months cruise of Mexican waters.

That a possible merger is in the works for UTP is reliably reported.

Mr. Blink in Chicago said he plans to take over active operation of SRTS with headquarters in Chicago and that the firm will continue in the business of selling musical libraries and sound effects to the radio and television industry.



FIRST contract for CBS-TV's Newsfilm services [B•T, Sept. 28] is signed by KLZ-TV Denver. L to r, Merle Jones, CBS vice president in charge of owned stations and general services; Wilbur Edwards, CBS-TV Film Sales general sales manager; Hugh Terry, KLZ-TV general manager, and Sig Mickelson, CBS-TV director of news and public affairs.

ZIV TV PLANNING GLOBAL FILM SETUP

Multi-lingual Ziv Tv films will be marketed around the world, says the firm's President John L. Sinn after announcing initial sales in Central and South America.

ELABORATE plans for the sale of Multi-lingual Ziv Tv films around the world were described last week by John L. Sinn, Ziv Tv president, after announcing the completion of first sales in Central and South American markets.

Mr. Sinn revealed that a sales task force operating in those markets for the past two weeks has sold Ziv Tv film to five major advertisers—General Electric of Mexico, American Airlines, Bimbo Bread, Canada Dry and Esso of Cuba.

After meetings in the Central American market, Mr. Sinn continued, company salesmen will head for Venezuela, Colombia, Brazil, and Peru for conferences with top advertisers and executives. Subsequently, he added, the sales force will move east for a tour of other countries to be announced at a later date.

Leases DC-6

To facilitate movement of his world-wide task force, Mr. Sinn said, Ziv has leased from Douglas Aircraft a huge DC-6 which also will serve as a flying screening room. The sales group will be available to train local tv station personnel in the Ziv exploitation technique, Mr. Sinn said, and will carry Ziv merchandising aids in the plane for demonstrations during conferences.

During the past summer, it was revealed Mr. Sinn and Frederic W. Ziv, founder and board chairman of the Ziv organization, organized both the world-wide task force and a foreign-language production unit which will produce tv films in the required languages.

Sales were to General Electric of Mexico for *Favorite Story* over XHTV (TV) Mexico City; American Airlines for *Yesterday's Newsreel* in Mexico City; Bimbo Bread for *Cisco Kid* in Mexico City; Canada Dry for *Favorite Story* in Cuba and Esso of Cuba for *Sports Album*.

In Mexico City, the Ziv firm's new associates will be Don Emilio Ascarraga, XEW-TV Mexico City; Romulo O'Farrill Sr., XHTV (TV), and Monte Kleban, television consultant.

NBC Film Sales Up

NBC FILM division reported Friday that latest sales have raised total number of markets for *Dangerous Assignment* to 131 and for *Hopalong Cassidy* to 127. New sales for *Dangerous Assignment* were to WKNX-TV Saginaw, Mich., and WKAB-TV Mobile and for *Hopalong Cassidy* to KOVU-TV Columbia, Mo.

Michelson to Offer Local Film Commercial

IN A MOVE to attract local and regional sponsorship, Charles Michelson Inc., New York, announced last week that sponsors of its new five-minute, open end tv film series, *Capsule Mysteries*, will be offered local commercials integrated with the programs.

According to Charles Michelson, president of the radio and tv film transcription firm, sponsors may call on the services of John Ridgely, contract actor and star of *Capsule Mysteries*, for simple filmed commercials at cost. In this way, Mr. Michelson added, his firm is satisfying "a long felt need on behalf of local accounts," which he said has not been feasible in the past because of the high cost of making separate tv filmed commercials.

Costs of Commercials

Mr. Michelson estimated the commercial's cost will range from $17.50 in small towns to $98.25 in New York for a five-minute program. He added that sets of simple commercials by Mr. Ridgely, which would be inserted at the time of production for use throughout a 13-week series or longer, would cost approximately $200.

Production on *Capsule Mysteries* will begin Nov. 2, Mr. Michelson said, with the first group of 39 shows available for local and regional use by January 1954. Present plans call for additional units of 39 episodes to be placed in production up to a total of 260 tv films, he said.

The new series represents the first substantial effort by the Michelson firm in the tv field. It was established in 1936 as a radio transcription company, and, according to Mr. Michelson, had done "so well in the field" that plans for television activity had been vetoed in the past. He said an indication of the company's long-range planning is that the *Capsule Mysteries* series is being filmed in color as well as in black-and-white.

Nola Completes Series

NOLA STUDIOS Inc., New York, has completed a series of one-minute and 20-second tv film commercials for E. J. Gallo Winery, Stockton, ordered through Carlo Vinti Adv., N. Y. Nola's studio facilities also have been used to produce the audio-portion of a series of film commercials for the Bell Portable Sewing Machine Corp., Newark.

Guild Sells 27 Markets

GUILD Films Co. New York, reported Friday it has sold half-hour filmed program, *Life with Elizabeth*, in 27 markets, with the latest in Chicago, Denver, Seattle and Portland.

NBC FILM DIVISION'S SARNOFF SAYS NO STATION PREFERENCE TO BE SHOWN

Vice President Robert Sarnoff, in a public letter to KFEL-TV Denver, says his division will sell films to tv outlets on a 'first-come first-served basis' regardless of NBC-TV affiliation. The Denver station had protested the switch of 'Hopalong Cassidy' series to competing KBTV (TV) Denver.

THE NBC Film Division made clear last week that its sales policy is "to treat all stations on an equal, first-come first-served basis," whether they are NBC-TV affiliates or not.

The policy was made public in a letter sent by Robert W. Sarnoff, vice president in charge of the Film Division, to Eugene O'Fallon, general manager of KFEL-TV Denver, late last Thursday.

Mr. O'Fallon had circulated copies of a Sept. 14 Sarnoff letter to which was attached a memo bearing Mr. O'Fallon's name and saying the letter was in reply to KFEL-TV's "protest as to why we were not given the opportunity to renew the *Hopalong Cassidy* series after carrying it on our station for a year under sponsorship. The new series was sold to our competitor without notice to us, before the expiration of our current series," the memo said.

In his letter last Thursday Mr. Sarnoff, asserting that "the statements in your memo are so at variance with the facts that I feel compelled on behalf of the Film Division to state the truth," told Mr. O'Fallon that the Sept. 14 letter was not in reply to the KFEL-TV "protest" but had been sent to KFEL-TV and all other NBC-TV affiliates as a statement of policy; that the hour-long *Hopalong Cassidy* films on KFEL-TV had not been bought by the station but by an agency for an advertiser which placed them on KFEL-TV; and that for some time before the end of that series KFEL-TV had known that a half-hour *Hopalong Cassidy* series was available and had a chance to buy it but "indicated no interest in the new series until after it had been purchased by a competing station and sold to an advertiser."

'Your Interest . . . Nil'

"In fact," Mr. Sarnoff continued, "your interest in contracting directly for the purchase of our film programs has been virtually nil—as a result, most of our properties are or will be appearing on competing stations, including the outstanding *Victory at Sea* series.

"It is certainly your station's prerogative to decide what it wishes to buy and what it wishes not to buy. However, it cannot complain legitimately when a program which it knows about but in which it has expressed no active interest turns up on a competing station . . . ."

Mr. Sarnoff said he was "forced to make my reply to you public" in order to "make the true facts known to all the individuals to whom you sent your memo." He said he was "sorry that it has been necessary to go through all the foregoing" but that the NBC Film Division had "worked hard to establish the foremost reputation in the country for sound business practices and fair dealing" and that accordingly, "I cannot allow its reputation to be subjected to such misrepresentation as contained in your memo without making these true facts known."

The statement of sales policy contained in Mr. Sarnoff's Sept. 14 letter, and referred to in last Thursday's, was as follows:

". . . Due to the highly competitive nature of the film syndication business, and because of our obligation to the various film concerns who produce for us as well as those for whom we act as distributor, it is essential that we maintain maximum flexibility in our sales efforts.

"For these reasons, it is the sales policy of the NBC Film Division to treat all stations on an equal, first-come first-served basis. While we, of course, look to the NBC-TV Network's affiliated stations as important customers of the Film Division, nevertheless, we must sell in all markets without preferential treatment to any particular station. This letter supersedes any previous communications you may have received on this matter prior to the formation of the NBC Film Division.

"We are sure you will understand the necessity for this policy. We are equally certain that it will enable us to provide you as well as the rest of the industry with the best possible syndicated film programs."

The hour-long *Hopalong* films on KFEL-TV were understood to have been sponsored by Van Camp's through Brisacher & Wheeler, San Francisco. The half-hour series was sold to KBTV (TV) Denver.

NO DECISION YET ON GOLDWYN FILMS

Release of some 50 feature films made by Samuel Goldwyn to tv has not been decided, reportedly because of the price factor and because the negotiating firm wants to wait until more outlets are on the air.

FINAL decision on whether a group of motion pictures produced by Samuel Goldwyn will be released to tv has not yet been made [CLOSED CIRCUIT, Sept. 28]. Howard Productions, which is negotiating with networks and stations for sale of the films for Samuel Goldwyn Productions, after exploring the situation, found a ready market for the pictures.

But it was revealed last week that the price factor for the various packages, coupled with a feeling that time should be marked until more tv stations are on the air, may be among the major considerations holding up the decision on the films' release.

Many Reiner, foreign sales manager of Goldwyn Productions, reportedly is the key man in the negotiations and is said to be spearheading the sales operations of Howard Productions in contacting tv outlets.

The Howard organization is headed by Mrs. Samuel Goldwyn (Francis Howard). The firm has about 50 feature films which were produced before the Aug. 1, 1948, cutoff date agreement of the Screen Actors Guild with the producers. This contract prohibits any producer or movie studio from selling theatrical films to television if the films were made after that date without first negotiating additional pay for the talent.

The batch of old Goldwyn features was given to Mrs. Goldwyn as a 25th wedding anniversary gift by her husband. Howard Productions was formed shortly after.

A total of 13 films, produced between 1929 and 1939, reportedly already have been edited for tv release.

Butterfield to Newsfilm

IN LINE with the expansion and development of CBS-TV's Newsfilm [B•T, Sept. 28], Alfred Butterfield has been appointed executive producer of CBS-TV's news and public affairs department.

An announcement last week by Sig Mickelson, CBS-TV director of news and public affairs, said that Mr. Butterfield's duties will be concerned primarily with using the resources of the world-wide CBS Television Newsfilm organization in creating new programming for network and syndicated use. Mr. Butterfield, once editor-in-chief of Pathe News, most recently was president of his own firm, Information Productions, which produced films for the tv industry in the East.

Family Theatre Offers Films

TO PROMOTE its slogan, "The Family That Prays Together Stays Together," Family Theatre, Hollywood, is making available to tv stations at no charge the initial 12 films of its *Inspiration Please* series. Based on the value of prayer in the lives of great figures in history, the spot films range from 20 to 60 seconds in length.

Roland Reed Productions, Culver City, produced the films. Arthur Pierson directed from scripts by Fred Niblo Jr., and John T. Kelley.

Film Sales

Ellis Canning Co., Denver, has acquired single-run telecasting rights to eight **Johnny Mack Brown** western features from **Louis Weiss & Co.,** Los Angeles, for showing on **KBTV (TV)** Denver. Agency is **Ted Levy Adv. Agency,** that city.

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Consolidated Television Sales announced last week it has sold the recently-acquired series, *Time for Beany,* to **KFMB-TV** San Diego, **KZTV (TV)** Reno, **KCOK-TV** Tulare, Calif., **KAFY-TV** Bakersfield and **KTVU (TV)** Stockton. Other sales announced by Consolidated are: *All American Game of the Week,* to **KKTV (TV)** Colorado Springs, **KLAS-TV** Las Vegas, and **WRGB (TV)** Schenectady; *Station Starter Plan,* to **KULA-TV** Honolulu, **KCRI-TV** Cedar Rapids, **KOY-TV** Phoenix, **WEAR-TV** Pensacola, **WTAO-TV** Cambridge and **WSBA-TV** York, and *Public Prosecutor,* to **KPIX (TV)** San Francisco, **KFEL-TV** Denver and **WFAA-TV** Dallas.

•

Standard Television Co., L. A., has acquired video rights to theatrical films *Copacabana,* starring **Groucho Marx** and **Carmen Miranda,** and *Golden Gloves Story,* starring **James Dunn.** *Copacabana* is being shown in Chicago and Milwaukee, sponsored in latter market by **Joseph Schlitz Brewing Co.** with **Lennen & Newell Inc.,** that city, as agency.

•

Dishmaster Distributors, Detroit, started weekly half-hour *Craig Kennedy Criminologist* on **WJBK-TV** that city, for 26 weeks from Sept. 28. Series, filmed by **Adrian Weiss Productions,** is distributed by **Louis Weiss & Co.,** Los Angeles. Agency is **M. P. Patten & Co.,** Detroit.

Weiss firm announces that **Sunset Dairy,** Tucson, has acquired *Jim & Judy in Teleland,* children's film series composed of 39 five-minute episodes, for showing on **KOPO-TV** Tucson. Agency is **Lew King Adv. Agency,** that city.

WGAL-TV Lancaster, Pa., has acquired telecasting rights to 52 western feature films, distributed by Weiss.

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WPIX (TV) New York reported last week that it has completed negotiations for the purchase of 54 films from **Music Corp. of America,** which will be presented on station's new *Petticoat Theatre* program, starting today (Monday) from 2:30-3 p.m. EST.

•

KGO-TV San Francisco and **KZTV (TV)** Reno have acquired single-run and two-run rights, respectively, to 13 quarter-hour films in *Canine Comments* from **Louis Weiss & Co.,** L. A. Series was filmed by dog authority **David Wade.**

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KOAT-TV Albuquerque has acquired telecasting rights to 25 full length feature films from **Louis Weiss & Co.,** L. A.

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KTTV (TV) Hollywood has acquired rights to *My Hero,* package of 33 half-hour films starring **Robert Cummings,** from **Official Films Inc.** in first deal made for the property since the completion of its original release on NBC-TV.

•

Guild Films Co., N. Y., announced last week that **KANG-TV** Waco has become the 100th station to carry the half-hour *Liberace* filmed program. The sponsor is **Bowman Biscuit Co.,** Denver, which is sponsoring show in 11 markets.

Production

Eight new *Fireside Theatre* formats have been completed by producer-director **Mickey Schwartz** of **Academy Tv Productions** at **Fox Movietone** studios. Produced for **Procter & Gamble's** NBC show through **Compton Advertising Agency,** series stars **Gene Raymond** in the role of "salesman host."

•

Screen Gems, Hollywood, has signed **Shelley Winters** and **Ida Lupino** to make their respective tv film debuts in "Mantrap" and "Marriageable Male" to be included in NBC-TV *Ford Theatre.* Former starts shooting Oct. 15, the latter Nov. 29 with **Irving Starr** producing both.

•

Walden Productions Inc., Hollywood, has been formed by **Edward Dukoff** with **Danny Kaye** as silent partner to film series for tv. First one, scheduled to go before the cameras in mid-November, is half-hour *A Matter of Life,* dramatized real-life situations involving clergymen of all denominations. Geared for local or regional distribution, emphasis is on drama not religion. **Tony Leader,** producer at Universal-International and former producer-director of CBS Radio *Suspense,* will produce the initial series. Soon to be signed is a name star to serve as continuing narrator.

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Motion Pictures for Television Inc. is producing *Flash Gordon* as a filmed television series in Berlin with an all-American cast, **Matthew Fox,** MPTV chairman of the board announced last week. Supervision of the series, Mr. Fox said, is by **Edward Gruskin** of New York. He added that in compliance with a recently-announced MPTV policy [B•T, Sept. 28], *Flash Gordon* will be sold only to local and regional advertisers and not through national networks.

CBS-TV Film Names

APPOINTMENT of S. W. Caldwell Ltd. of Toronto as sales and distribution representatives of CBS Television Film Sales programs and Newsfilm in Canada was announced last week by Wilbur Edwards, general sales manager of CBS Television Film Sales. Mr. Edwards said this marked the "first important move" to bring American television film shows to stations outside the U. S.

Distribution

Television Screen Productions Inc., N. Y., has appointed **Stevens Pictures,** Atlanta, as distributor for *Jim and Judy in Teleland,* five-minute tv film show for children. Stevens also appointed distributor in 12 Southern states for tv package of **Commonwealth Film & Television Inc.**

•

KFIA (TV) Anchorage and **KFIF (TV)** Fairbanks, both Alaska, have acquired telecasting rights to 52 western feature films from **Louis Weiss & Co.,** Los Angeles. Deal was negotiated by **Tom Corradine & Assoc.,** Hollywood, stations' film buying representative.

•

National Television Assoc., New York, has acquired distribution rights to *Find a Hobby,* series of 26 quarter-hour programs filmed by **Donlevy Development Corp.,** Los Angeles. Production is being scheduled for an additional 26 films.

Random Shots

Lippert Pictures Inc., Hollywood, will use two 50-second and four 20-second tv trailers, filmed by **National Screen Service Corp.,** same city, in various nationwide tv markets to publicize forthcoming theatrical picture, "Sins of Jezebel."

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Reorganization of **Sovereign Productions Inc.,** Hollywood, has been announced by president **Stuart Reynolds. Edward Gray** and **Rudolph Monter,** vice-president and president of Mutual Television Productions, respectively, who formerly handled business administration for Sovereign, have been elected vice-president and secretary-treasurer, respectively, under new set-up. Joining the firm as associate producers are **Joseph Sistrom,** producer for Paramount Pictures, and **David Hire,** producer of MBS Radio *Wild Bill Hickok.* Headquarters at Eagle-Lion Studios will be expanded shortly to include additional office and stage space. Firm, which produces ABC-TV *Cavalcade of America,* CBS-TV *General Electric Theatre* and *Your Jeweler's Showcase,* plans *Tall Tales* for future production. Series will be based on adventures of America's legendary folk heroes. **Gil Ralston** and **Arthur Ripley,** formerly producers for Sovereign, plan to branch out with their own production unit, to be announced shortly.

SALEM, ORE., GETS SECOND TV GRANT; FCC APPROVES THREE OTHER OUTLETS

The Commission issues tv construction permits for Salem, Ore.; Chapel Hill, N. C. (the 21st noncommercial, educational grant); Anderson, S. C., and Goldsboro, N. C. An initial decision would grant Booth Radio uhf ch. 51 at Saginaw, Mich.

FOLLOWING withdrawal of the competitive application of Willamette-Land Tv Inc., KSLM Salem, Ore., was granted a new tv station on vhf ch. 3 by FCC last week. It is Salem's second authorization, uhf ch. 24 being awarded earlier to Lawrence A. Harvey for KPIC (TV), slated to commence operation this month.

Concurrently, the Commission announced construction permits for reserved vhf ch. 4 at Chapel Hill, N. C., for a new noncommercial, educational station for the U. of North Carolina; uhf ch. 40 at Anderson, S. C., for WAIM there; and uhf ch. 34 at Goldsboro, N. C., for Goldsboro Tv Corp.

The Chapel Hill grant is the 21st educational station authorized by FCC since lifting the freeze.

An initial decision to grant uhf ch. 51 at Saginaw, Mich., to Booth Radio & Tv Stations Inc., licensee of WSGW there, was issued by Hearing Examiner Basil P. Cooper. The initial ruling was made possible by the withdrawal of a competing bid by Tri-City Tv Corp., which was reimbursed $8,000 for expenses incurred in the litigation. President and 50% owner of Tri-City is Harold F. Gross, who operates WJIM-AM-TV Lansing and WGFG Kalamazoo, Mich.

Booth operates WBKZ (TV) Battle Creek, Mich., and owns WJLB Detroit and WBCC Flint, Mich.

Goldsboro Tv Corp., owned by a New York investment group, was granted ch. 34 at Goldsboro upon condition the CP will not be issued until 22% owner George E. Becker, New York attorney, gives up that interest or such other of his multiple tv holdings so as to limit his tv interests to five stations. A similar condition was attached earlier to a permit for uhf ch. 34 at Merced, Calif., to Merced Tv Corp., in which Mr. Becker and his associates are interested [B•T, Sept. 21].

Another condition of the Goldsboro grant requires that construction shall not begin until the proposed antenna site and tower are cleared with respect to safety of air navigation.

In other actions, FCC scheduled hearing in Washington on Oct. 30 for the following comparative cases:

Hartford, Conn.—Vhf ch. 3, Travelers Bcstg. Service Corp. (WTIC) and Hartford Telecasting Co. (Travelers proposes to grant part interest to former applicant WDRC should it win).

Springfield, Ill.—Vhf ch. 2, Sangamon Valley Tv Corp. (WTAX), Capitol City Tv Co. and WMAY-TV Inc. (WMAY).

Amarillo, Tex.—Vhf ch. 7, Texan Telecasting Co., Plains Empire Bcstg. Co. (KLYN) and Panhandle Tv Co.

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to Mrs. Goldwyn as a 25th wedding anniversary gift by her husband. Howard Productions was formed shortly after.

A total of 13 films, produced between 1929 and 1939, reportedly already have been edited for tv release.

Butterfield to Newsfilm

IN LINE with the expansion and development of CBS-TV's Newsfilm [B•T, Sept. 28], Alfred Butterfield has been appointed executive producer of CBS-TV's news and public affairs department.

An announcement last week by Sig Mickelson, CBS-TV director of news and public affairs, said that Mr. Butterfield's duties will be concerned primarily with using the resources of the world-wide CBS Television Newsfilm organization in creating new programming for network and syndicated use. Mr. Butterfield, once editor-in-chief of Pathe News, most recently was president of his own firm, Information Productions, which produced films for the tv industry in the East.

Family Theatre Offers Films

TO PROMOTE its slogan, "The Family That Prays Together Stays Together," Family Theatre, Hollywood, is making available to tv stations at no charge the initial 12 films of its *Inspiration Please* series. Based on the value of prayer in the lives of great figures in history, the spot films range from 20 to 60 seconds in length.

Roland Reed Productions, Culver City, produced the films. Arthur Pierson directed from scripts by Fred Niblo Jr., and John T. Kelley.

Film Sales

Ellis Canning Co., Denver, has acquired single-run telecasting rights to eight **Johnny Mack Brown** western features from **Louis Weiss & Co.,** Los Angeles, for showing on **KBTV (TV)** Denver. Agency is **Ted Levy Adv. Agency,** that city.

•

Consolidated Television Sales announced last week it has sold the recently-acquired series, *Time for Beany,* to **KFMB-TV** San Diego, **KZTV (TV)** Reno, **KCOK-TV** Tulare, Calif., **KAFY-TV** Bakersfield and **KTVU (TV)** Stockton. Other sales announced by Consolidated are: *All American Game of the Week,* to **KKTV (TV)** Colorado Springs, **KLAS-TV** Las Vegas, and **WRGB (TV)** Schenectady; *Station Starter Plan,* to **KULA-TV** Honolulu, **KCRI-TV** Cedar Rapids, **KOY-TV** Phoenix, **WEAR-TV** Pensacola, **WTAO-TV** Cambridge and **WSBA-TV** York, and *Public Prosecutor,* to **KPIX (TV)** San Francisco, **KFEL-TV** Denver and **WFAA-TV** Dallas.

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Standard Television Co., L. A., has acquired video rights to theatrical films *Copacabana,* starring **Groucho Marx** and **Carmen Miranda,** and *Golden Gloves Story,* starring **James Dunn.** *Copacabana* is being shown in Chicago and Milwaukee, sponsored in latter market by **Joseph Schlitz Brewing Co.** with **Lennen & Newell Inc.,** that city, as agency.

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Dishmaster Distributors, Detroit, started weekly half-hour *Craig Kennedy Criminologist* on **WJBK-TV** that city, for 26 weeks from Sept. 28. Series, filmed by **Adrian Weiss Productions,** is distributed by **Louis Weiss & Co.,** Los Angeles. Agency is **M. P. Patten & Co.,** Detroit.

Weiss firm announces that **Sunset Dairy,** Tucson, has acquired *Jim & Judy in Teleland,* children's film series composed of 39 five-minute episodes, for showing on **KOPO-TV** Tucson. Agency is **Lew King Adv. Agency,** that city.

WGAL-TV Lancaster, Pa., has acquired telecasting rights to 52 western feature films, distributed by Weiss.

•

WPIX (TV) New York reported last week that it has completed negotiations for the purchase of 54 films from **Music Corp. of America,** which will be presented on station's new *Petticoat Theatre* program, starting today (Monday) from 2:30-3 p.m. EST.

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KGO-TV San Francisco and **KZTV (TV)** Reno have acquired single-run and two-run rights, respectively, to 13 quarter-hour films in *Canine Comments* from **Louis Weiss & Co.,** L. A. Series was filmed by dog authority **David Wade.**

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KOAT-TV Albuquerque has acquired telecasting rights to 25 full length feature films from **Louis Weiss & Co.,** L. A.

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KTTV (TV) Hollywood has acquired rights to *My Hero,* package of 33 half-hour films starring **Robert Cummings,** from **Official Films Inc.** in first deal made for the property since the completion of its original release on NBC-TV.

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Guild Films Co., N. Y., announced last week that **KANG-TV** Waco has become the 100th station to carry the half-hour *Liberace* filmed program. The sponsor is **Bowman Biscuit Co.,** Denver, which is sponsoring show in 11 markets.

Production

Eight new *Fireside Theatre* formats have been completed by producer-director **Mickey Schwartz** of **Academy Tv Productions** at **Fox Movietone** studios. Produced for **Procter & Gamble's** NBC show through **Compton Advertising Agency,** series stars **Gene Raymond** in the role of "salesman host."

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Screen Gems, Hollywood, has signed **Shelley Winters** and **Ida Lupino** to make their respective tv film debuts in "Mantrap" and "Marriageable Male" to be included in NBC-TV *Ford Theatre.* Former starts shooting Oct. 15, the latter Nov. 29 with **Irving Starr** producing both.

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Walden Productions Inc., Hollywood, has been formed by **Edward Dukoff** with **Danny Kaye** as silent partner to film series for tv. First one, scheduled to go before the cameras in mid-November, is half-hour *A Matter of Life,* dramatized real-life situations involving clergymen of all denominations. Geared for local or regional distribution, emphasis is on drama not religion. **Tony Leader,** producer at Universal-International and former producer-director of CBS Radio *Suspense,* will produce the initial series. Soon to be signed is a name star to serve as continuing narrator.

•

Motion Pictures for Television Inc. is producing *Flash Gordon* as a filmed television series in Berlin with an all-American cast, **Matthew Fox,** MPTV chairman of the board announced last week. Supervision of the series, Mr. Fox said, is by **Edward Gruskin** of New York. He added that in compliance with a recently-announced MPTV policy [B•T, Sept. 28], *Flash Gordon* will be sold only to local and regional advertisers and not through national networks.

CBS-TV Film Names

APPOINTMENT of S. W. Caldwell Ltd. of Toronto as sales and distribution representatives of CBS Television Film Sales programs and Newsfilm in Canada was announced last week by Wilbur Edwards, general sales manager of CBS Television Film Sales. Mr. Edwards said this marked the "first important move" to bring American television film shows to stations outside the U. S.

Distribution

Television Screen Productions Inc., N. Y., has appointed **Stevens Pictures,** Atlanta, as distributor for *Jim and Judy in Teleland,* five-minute tv film show for children. Stevens also appointed distributor in 12 Southern states for tv package of **Commonwealth Film & Television Inc.**

•

KFIA (TV) Anchorage and **KFIF (TV)** Fairbanks, both Alaska, have acquired telecasting rights to 52 western feature films from **Louis Weiss & Co.,** Los Angeles. Deal was negotiated by **Tom Corradine & Assoc.,** Hollywood, stations' film buying representative.

•

National Television Assoc., New York, has acquired distribution rights to *Find a Hobby,* series of 26 quarter-hour programs filmed by **Donlevy Development Corp.,** Los Angeles. Production is being scheduled for an additional 26 films.

Random Shots

Lippert Pictures Inc., Hollywood, will use two 50-second and four 20-second tv trailers, filmed by **National Screen Service Corp.,** same city, in various nationwide tv markets to publicize forthcoming theatrical picture, "Sins of Jezebel."

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Reorganization of **Sovereign Productions Inc.,** Hollywood, has been announced by president **Stuart Reynolds. Edward Gray** and **Rudolph Monter,** vice-president and president of Mutual Television Productions, respectively, who formerly handled business administration for Sovereign, have been elected vice-president and secretary-treasurer, respectively, under new set-up. Joining the firm as associate producers are **Joseph Sistrom,** producer for Paramount Pictures, and **David Hire,** producer of MBS Radio *Wild Bill Hickok.* Headquarters at Eagle-Lion Studios will be expanded shortly to include additional office and stage space. Firm, which produces ABC-TV *Cavalcade of America,* CBS-TV *General Electric Theatre* and *Your Jeweler's Showcase,* plans *Tall Tales* for future production. Series will be based on adventures of America's legendary folk heroes. **Gil Ralston** and **Arthur Ripley,** formerly producers for Sovereign, plan to branch out with their own production unit, to be announced shortly.

SALEM, ORE., GETS SECOND TV GRANT; FCC APPROVES THREE OTHER OUTLETS

The Commission issues tv construction permits for Salem, Ore.; Chapel Hill, N. C. (the 21st noncommercial, educational grant); Anderson, S. C., and Goldsboro, N. C. An initial decision would grant Booth Radio uhf ch. 51 at Saginaw, Mich.

FOLLOWING withdrawal of the competitive application of Willamette-Land Tv Inc., KSLM Salem, Ore., was granted a new tv station on vhf ch. 3 by FCC last week. It is Salem's second authorization, uhf ch. 24 being awarded earlier to Lawrence A. Harvey for KPIC (TV), slated to commence operation this month.

Concurrently, the Commission announced construction permits for reserved vhf ch. 4 at Chapel Hill, N. C., for a new noncommercial, educational station for the U. of North Carolina; uhf ch. 40 at Anderson, S. C., for WAIM there; and uhf ch. 34 at Goldsboro, N. C., for Goldsboro Tv Corp.

The Chapel Hill grant is the 21st educational station authorized by FCC since lifting the freeze.

An initial decision to grant uhf ch. 51 at Saginaw, Mich., to Booth Radio & Tv Stations Inc., licensee of WSGW there, was issued by Hearing Examiner Basil P. Cooper. The initial ruling was made possible by the withdrawal of a competing bid by Tri-City Tv Corp., which was reimbursed $8,000 for expenses incurred in the litigation. President and 50% owner of Tri-City is Harold F. Gross, who operates WJIM-AM-TV Lansing and WGFG Kalamazoo, Mich.

Booth operates WBKZ (TV) Battle Creek, Mich., and owns WJLB Detroit and WBCC Flint, Mich.

Goldsboro Tv Corp., owned by a New York investment group, was granted ch. 34 at Goldsboro upon condition the CP will not be issued until 22% owner George E. Becker, New York attorney, gives up that interest or such other of his multiple tv holdings so as to limit his tv interests to five stations. A similar condition was attached earlier to a permit for uhf ch. 34 at Merced, Calif., to Merced Tv Corp., in which Mr. Becker and his associates are interested [B•T, Sept. 21].

Another condition of the Goldsboro grant requires that construction shall not begin until the proposed antenna site and tower are cleared with respect to safety of air navigation.

In other actions, FCC scheduled hearing in Washington on Oct. 30 for the following comparative cases:

Hartford, Conn.—Vhf ch. 3, Travelers Bcstg. Service Corp. (WTIC) and Hartford Telecasting Co. (Travelers proposes to grant part interest to former applicant WDRC should it win).

Springfield, Ill.—Vhf ch. 2, Sangamon Valley Tv Corp. (WTAX), Capitol City Tv Co. and WMAY-TV Inc. (WMAY).

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WNET (TV) ASKS STAY OF WPRO-TV GRANT

Petition by former FCC general counsel asks Commission to set aside STA for Providence vhf ch. 12, thus challenging FCC's policy in expedited processing of tv mergers and allowing large considerations.

CHALLENGING the policy of FCC in expedited processing of tv merger amendments submitted on the eve of regular Commission meeting day—and the Commission allowance of an "unconscionable consideration" of $205,500 which WPRO-TV Providence could pay to certain principals of a former vhf ch. 12 competitor—Benedict P. Cottone petitioned the Commission last week to stay or set aside its special temporary authority to WPRO-TV to commence operation.

Mr. Cottone, former FCC general counsel and now with the Washington law firm of Lucas & Thomas, filed his protest in behalf of WNET (TV), new uhf ch. 16 outlet under construction by Ch. 16 of Rhode Island Inc.

He asked that the STA to WPRO-TV be stayed or set aside pending consideration of a formal protest now in preparation concerning the vhf ch. 12 grant to WPRO-TV [B•T, Sept. 7].

The ch. 12 grant to Cherry & Webb Broadcasting Co. (WPRO) was made following dismissal of two competitive applications, one by Hope Broadcasting Co. and the other by Greater Providence Broadcasting Co. Cherry & Webb plans a new tv firm with options for 25% interest going to Hope and 20% to Greater Providence.

Stockholders

Hope includes stockholders Mowry Lowe, general manager of WEAN Providence, and Henry H. Tilley, WEAN chief engineer. Greater Providence includes stockholders Charles G. Taylor and Robert T. Engles, part owners of WHIM Providence.

Under the merger agreement, C. George Taylor and Robert T. Engles, former principals in Greater Providence, are given the joint option of buying 13% interest in WPRO-TV, acquiring 11% from Cherry & Webb (which would reduce its holding from 55% to 44%) and 2% from Hope.

The option is good for 12 months after FCC approves transfer of WPRO-TV to the new firm, but after seven months of this option time, Cherry & Webb and Hope may discharge the option by paying Messrs. Taylor and Engles the total consideration of $205,500.

Meanwhile, the Commission last Thursday ordered Cherry & Webb to file a reply to the Cottone petition by today (Monday), indicating it proposes to give prompt consideration to the matter.

WPRO-TV proposes to commence operation Oct. 15, according to current information.

Mr. Cottone's petition took note of Comr. Robert T. Bartley's "strong dissent" to the WPRO-TV grant because of the considerations involved and observed that Comr. Frieda B. Hennock protested the expedited handling of the grant since it did not afford her sufficient time to evaluate properly the amended application. Comr. Hennock for this reason has consistently refused to participate in cases involving over-night merger amendments.

Ch. 16 of Rhode Island is preparing a protest of the ch. 12 grant under the economic protest provision of Sec. 309(c) of the Communications Act.

The petition charges that the ch. 12 grant was illegal for these reasons:

> (a) The unconscionable consideration payable under the aforementioned agreement, which was submitted as part of the application and the failure to show that it reflects legitimate actual costs makes a grant thereof clearly not in the public interest, particularly in the light of the Commission's own public interest determinations on such questions.
>
> (b) The grant violates Sec. 319 of the Communications Act because construction of the station applied for had been substantially completed, as is shown on the face of the application. Moreover, the Commission made the grant without any condition to the effect that the completed construction should not be utilized, in violation of its own past policy and practice of including such condition in comparable cases. (*Tv Colorado Inc.*, 8 R. R. 700; *Alvin E. O'Konski*, 8 R. R. 811.)
>
> (c) The procedure by which the application for CP was considered and granted was in violation of the Commission's rules, since "processing and review by the Commission" could not reasonably have been completed within the meaning of the amendment to its Temporary Processing Procedure, made effective by its order of May 25, 1953, adding subparagraph (m) to Footnote 10 of Sec. 1.371, particularly in view of the clear description in Sec. 1.372 of the steps which constitute processing an application. If the procedure followed did not violate such rule, the rule is arbitrary and unreasonable because it is ambiguous and because it fails to give any adequate notice to interested persons and the public of the changed situation which resulted from the above amendment of the Cherry & Webb application and the dismissal of the Hope and Greater Providence applications.
>
> (d) The real party or parties in interest were not before the Commission in said application and a grant of the application, in the form presented to the Commission, violated established Commission policy against grants to applicants proposing to transfer the grant to different parties, as well as the provisions of the Communications Act requiring the Commission to act only on verified applications filed by the proper parties in interest which show the qualifications of such parties. . .
>
> (e) In view of the fact that many of the real parties involved are connected with three existing competitive am broadcast stations in Providence, the application and the grant thereof violated the Commission's own rules, policies and practices with respect to joint ventures by existing competitive aural broadcast interests in a community, in tv broadcast operations in the same community, with particular reference to Sec. 5.35 of the rules, the Commission's recent policy statements, and its past practice (not followed in granting C & W's application) of requiring prior convincing proof that separate competitive aural broadcast operations would be conducted by the merging interests.

Concerning the fate of uhf in vhf markets, the petition stated:

> **It is notorious that uhf permittees, particularly in markets of high vhf receiver set saturation, face a desperate struggle for survival in competition against vhf operations. This results from a normal competitive situation, and petitioner is not asking for protection against normal and proper regulatory processes. But the Commission itself should not make this desperate plight an even more serious one by actions which violate its own normal processes and its rules, policies and normal practices. It is certainly not too much for uhf permittees to expect that their difficulties should not be compounded by precipitous and legally questionable grants of vhf authorizations, particularly such authorizations, such as the instant ones, which result in such powerful concentration of aural and tv operations in common hands.**

As to its charge that WPRO-TV was "substantially completed" before the grant, the Cottone petition cited an exhibit of the Cherry & Webb application which explained that over $376,000 had been expended for tv in a new studio plant and transmitter building, "each incorporating facilities for housing the proposed television station. A tower designed for use in both the applicant's fm and proposed television operations, has been erected."

The ch. 16 permittee's petition argued "it is obvious that the ability of C & W to get on the air so soon . . . has resulted from the tremendous start it has had by virtue of the construction which it had completed without prior authorization. By obtaining a so-called STA for interim operation, it has acquired another bootstrap by which to lift itself. Once it gets on the air it will be more firmly seated in the saddle . . . their ability to stay on the air will be fortified, even in the face of serious questions of illegality which exist."

The petition charged there should be no pressure to allow WPRO-TV to begin operation, since the city already receives local service and additional service from out-of-town stations.

Lamb Enterprises' Slate Clean Following FTC Ad Inquiry

Federal Trade Commission says alleged violations by Lamb Enterprises on newspaper, radio-tv combination advertising sales do not warrant further proceedings.

THE Federal Trade Commission has notified Edward Lamb Enterprises Inc. it contemplates no further proceedings regarding a complaint made to the FTC in September 1952 about the firm's policies in sales of advertising.

In a letter to Lamb headquarters in Toledo, Ohio, FTC said it had made an investigation "pursuant to alleged violations of the Federal Trade Commission Act in connection with the operation of a plan whereby certain advertisers in the *Erie Dispatch* were offered time on stations WIKK and WICU-TV (both Erie, Pa.) at no extra cost." Lamb Enterprises operates both the newspaper and the radio and tv stations. Contents of the FTC letter were released by Lamb Enterprises last week.

The FTC letter added: "From the facts as disclosed by the investigation, the Commission does not contemplate further proceedings in this matter. You are advised, however, that this matter is closed without prejudice (to the FTC's right to reopen the matter if its members change their minds or if new facts are brought into the case)."

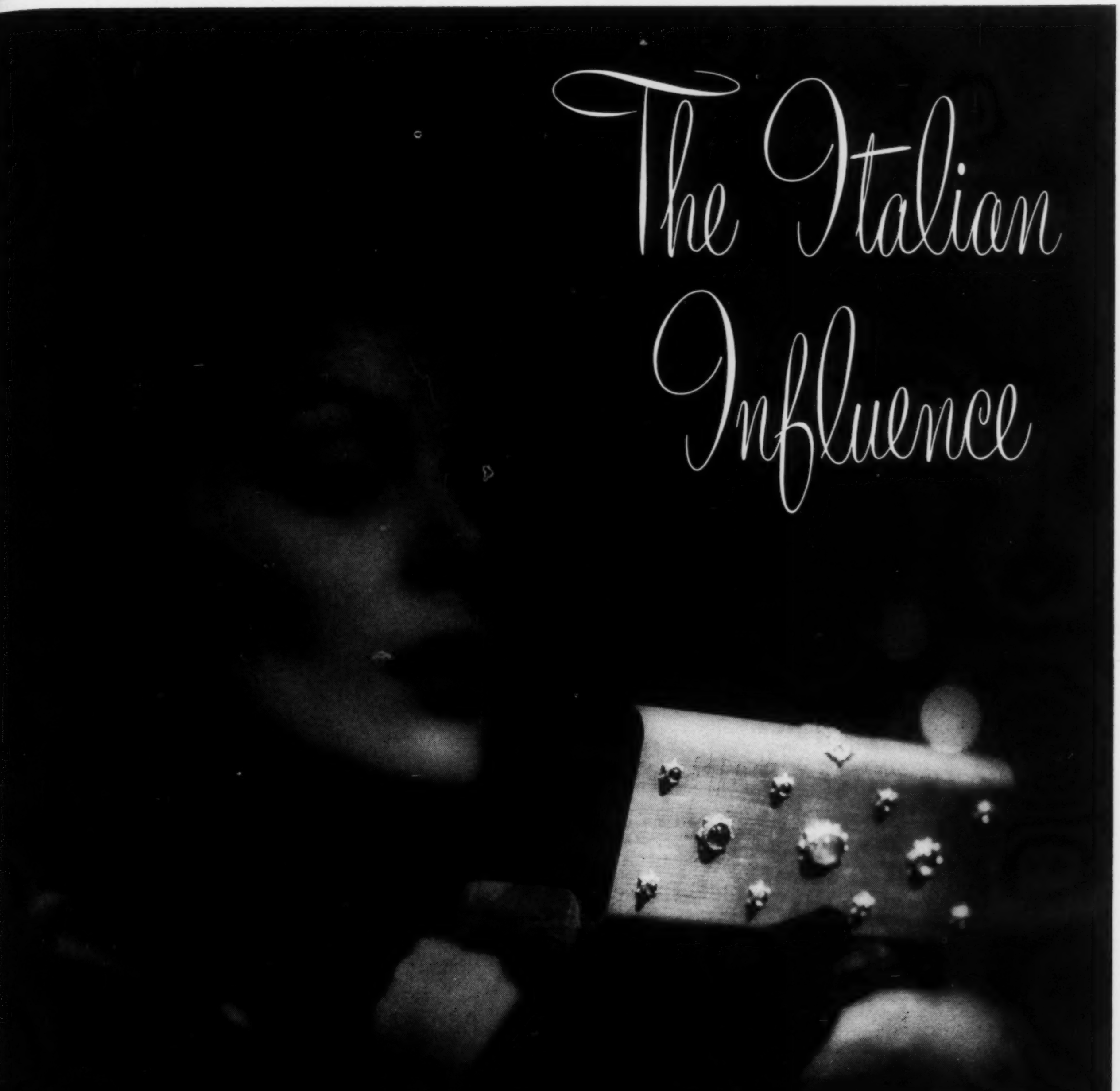
The complaint to the FTC apparently followed the Lamb Enterprises announcement in a full-page ad in B•T July 28, 1952, offering as a "bonus" to kitchen products advertisers in the *Dispatch* "(1) a live *Kitchen Arts Show* on WICU-TV . . . (2) participating announcements on radio station WIKK."

A B•T feature [B•T, Aug. 18, 1952], in which Lamb Enterprises claimed the *Dispatch's* circulation was gaining on that of the rival *Erie Times* and quoting Advertising Linage Service figures indicating the *Dispatch's* food linage for the first time in five years had exceeded that of the *Times*, gave considerable credit for the latter to the Lamb stations' "merchandising help."

The story brought a quick denial from the *Erie Times* [OPEN MIKE, Aug. 25, 1952], on the circulation figures and a counter-claim by *Times* co-publisher John J. Mead Jr. that the *Dispatch* gave "free space to a sizable group of advertisers whose names I would be happy to supply."

Frank Oswald, Lamb Enterprises vice president, commenting on the FTC's notice that it was closing the case, said: "We're happy that Mr. [Edward] Lamb's aggressive sales policies have been reviewed and received the approval of the FTC."

An FTC spokesman, however, said last week that the FTC letter to Lamb Enterprises, which was not publicized in conformance with FTC's policy of keeping such information confidential unless it makes specific charges, did not constitute "approval" of such policies.



The Italian Influence

From Italy comes the forerunner of an exciting new vogue for silver textured to a fabric finish. Pictured here from the New York shop of Mario Buccellati is a bejeweled treasure of a vanity case, an example of Italian craftsmanship that is winning such wide acceptance throughout America.

In every phase of American life, we feel the daily and growing influence of Italian creativeness ... in our motor cars our clothes and menus, in our motion pictures, interior decoration and industrial design.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you how to turn this Influence to the profit of the product you advertise.

One of America's Important Stations

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

COLOR TEST SET FOR WALDORF ROOF

Starlight Roof of the New York hotel wins out as best site for the Oct. 15 NTSC demonstrations for the FCC.

STARLIGHT ROOF of New York's Waldorf-Astoria Hotel, scene of many colorful parties, will hold its most significant one Oct. 15, when the National Television System Committee demonstrates its compatible color system to the FCC, in what NTSC hopes will be the final effort necessary to secure the Commission's approval of commercial operation of this system of color tv.

Decision to hold the demonstrations at the Waldorf came after a number of other locations failed to measure up to the rigid requirements which had to be met. The location has to be free from multipath interference (no small trick in and around New York City). It must have sufficient power to allow for the operation of a score of receivers, both color and black-and-white, and enough room to accommodate more than 100 observers. It needs phone facilities for direct communications with the studios and transmitters of the tv broadcasting companies who will transmit the programs and other material included in the demonstration.

Several previous sites—including the Homestead Hotel in Kew Gardens, Long Island, which had at first been selected, and the Western Union Building in New York—had been considered and rejected as unsuitable for technical reasons [B•T, Sept. 28] and RCA's Centre Theatre was turned down in favor of a neutral location before the site-finding committee for the demonstration settled on the Waldorf. Group, headed by Dr. Robert M. Bowie of Sylvania Electric Products, arrived at its decision Thursday, after exhaustive reception tests which commenced at 2 a.m. and ran until noon of that day.

NBC, CBS, and DuMont all will participate in originating and transmitting portions of the demonstration. NBC will provide a studio program and also will originate the test pictures which will be sent to Washington and back over a microwave loop set up by AT&T. CBS will furnish an outdoor pickup. DuMont will transmit color slides via uhf channel.

As presently planned, the demonstration will begin at noon on Oct. 15 and continue until 2 p.m., followed by a luncheon. Suggestion that a briefing session be held before the demonstration, possibly from 11 a.m. to noon, is under consideration, it was learned, but no final decision had been reached on its inclusion in the program late last week.

New Navy Facsimile

U. S. ARMED FORCES are in the electronics field with gusto. The Navy last week announced "CXRG High Speed Facsimile Equipment." This new facsimile model can transmit nearly any kind of document almost instantaneously over long distances, it was claimed.

The Navy development is the military services' third experimental electronic product revealed in recent weeks. The Army Signal Corps' "Dick Tracy," a wrist am radio [B•T, Sept. 21], was followed by "Project Tinker Toy," a mechanical mass manufacture system using wafers which was announced by the Navy and the National Bureau of Standards [B•T, Sept. 28].

Working with engineers of the Navy's Bureau of Ships on the high-speed facsimile were RCA and the Haloid Co. Design of the equipment began three years ago when it was found commercial high-speed facsimile equipment had certain disadvantages and lacked certain features essential to the Navy, a Defense Dept. release last week said.

The Navy said:

> Radio or wire transmission facilities having speed or band-width capabilities of approximately 1/20 of that required for television are needed for this system.
>
> The new development makes available a new source of high-speed, high-capacity and low cost service. Areas of application will not be restricted to the military. Commercial potential need for such a facility is expected in time to surpass that of the military.

WGST Asks Dismissal

WGST Atlanta, U. of Georgia station, petitioned FCC last week to dismiss its application for a new tv station there on uhf ch. 36. Withdrawal of the WGST bid will leave uncontested the competitive bid of WQXI Atlanta. WQXI proposes to reimburse WGST for expenses in the amount of $4,500 and agrees to allow the university to use its prospective uhf ch. 36 outlet for training of personnel in tv techniques.

Help Wanted Sign

IT'S AN old story for the new Government agency—the U. S. Information Agency which operates the Voice of America. Abbott M. Washburn, special assistant to Theodore C. Streibert, USIA director, last week told 16 members of the New York Chapter of the Public Relations Sociey of America at luncheon at Toots Shor's restaurant in New York that USIA's search for top public relations men to fill key jobs has been discouraging and disappointing." Right now, USIA "desperately needs" a deputy director (a Presidental appointment) at a yearly salary of $16,500. Talks with many people in the public relations field have failed to produce the right applicant, according to Mr. Washburn. Still other top jobs are unfilled. Also revealed: The Russians spent an estimated $1.4 billion yearly on propaganda which included all newspaper, radio and television operations. USIA's operating budget this fiscal year: $75 million.

Two Channels Substituted

TWO uhf channels were substituted in eastern cities by final orders adopted by FCC last week. Uhf ch. 58 is substituted for ch. 42 at Greenfield, Mass., and ch. 77 is added to Brattleboro, Vt., in lieu of ch. 58.

HOW WILL HOOVER STUDY AFFECT FCC? CHECK OF REVAMPING NEED EXPECTED

Second commission to study the organization of the executive branch of government is launched under the former President. Proposals to revamp the FCC by Hoover Commission failed twice in the Senate. New exploration on FCC reorganization can be expected.

ONE BIG question mark surrounding the formal launching of the new Hoover Commisison is if, how and to what degree FCC will be involved in future recommendations (see editorial, page 126).

Title of the group is Commission on Organization of the Executive Branch of Government. It met and organized last week at the White House. Election of former President Herbert Hoover as chairman was made official. A staff was appointed and Mr. Hoover was authorized to name nine "task forces" to study different fields of government activity, namely civil service, accounting, budgeting, independent agencies, water resources and hydro-electric power, medical services, and other functions of the Executive Branch.

Study of the FCC will come under the task force assigned independent offices. The commission, which will function for two years, has far wider powers than those granted the first Hoover Commission named under the Truman Administration. The new Hoover group is authorized to recommend the abolishment of activities and functions not considered necessary to efficient conduct of Government. It also can suggest the elimination of nonessential services, functions and activities which compete with private enterprise.

At a news conference in the White House, Mr. Hoover said there are so many independent agencies reporting to the President that "they get in the President's hair." If Mr. Eisenhower devoted only one hour a week to each of them, he said, "he would have to put in an 80-hour week."

Proposals for reorganization of FCC grew out of the first Hoover Commission's (1947-49) study of independent offices but were beaten down in the Senate first in 1950 and again in 1951.

Both proposals would have invested additional powers in office of the FCC chairman, giving him authority on executive and administrative functions rather than leaving such authority with the full Commission [B•T, July 27].

Among members of the Hoover unit, which is comprised of 12 prominent persons, are James A. Farley, Attorney General Herbert Brownell and Office of Defense Mobilization Director Arthur S. Flemming [B•T, Aug. 3].

Staunton, Va., Am Granted American Home Broadcasting

NEW am station at Staunton, Va., was granted by FCC last week to American Home Broadcasting Co. on 900 kc, 1 kw daytime. Principals include President Willard F. Ganoe, manufacturer of hardwoods; Treasurer Charles E. Heatwole, owner of farming and custom machine works, and the Rev. Lloyd Gochenour, vice president.

H. R. Representatives

Coverage that Counts!

JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

WJIM—TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

XUM

Really Loaded!!!

POLICE DEPT
BUS STOP
NO PARKING

This representative en route to an agency is loaded — in fact he's *overloaded.* He has all the material — surveys, availabilities, rate cards, coverage maps and program releases. Even his station list takes two pages.

His intentions are the best but chances are he will never have the opportunity to use most of his ammunition. Even some of the "best" stations in that bulging briefcase will only get a "once over", very lightly. Others may not even get a casual mention, for his time in the advertiser's office will run out before he gets half way down his list.

Good national sales representation requires experience and ability . . . but just as important, it requires sufficient manpower per station to analyze each advertiser's purpose and problem and then to apply every station story in all its best aspects.

A high ratio of manpower per station assures Raymer men the time necessary to give the individualized attention that assures the proper share of business to each station.

If you feel that your station is buried too deep in somebody's briefcase, let us show you what Personalized Representation has done for some of the Raymer stations — and what it can do for you.

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

RADIO, TV PRODUCTION KEEPS RISING ACCORDING TO RETMA JAN.-AUG. DATA

August radio production continues rise over 1952 with 991,637 sets, while tv set manufacture hits an alltime record.

RADIO set production, following a steady upward monthly curve, maintained this increase in August as compared with a year ago, according to Radio-Electronics-Tv Mfrs. Assn. Tv production set an alltime record.

August output of 991,637 radio sets brought the year's eight-month total to 8,932,638 sets. Thus radio production continues to average well over a million a month. In the same eight months last year, 6,558,303 radios were manufactured.

Of the radio sets, 31,665 had fm tuning circuits plus another 8,690 tv sets with fm tuners.

Tv set output was 603,760 sets in August compared to 397,769 a year ago. Eight-month tv production totaled 4,754,285 sets, an alltime record, compared to 2,914,925 tv receivers turned out in the same period a year ago.

Of the tv sets turned out thus far in 1953, RETMA found, 726,690 were manufactured with uhf tuners. One-sixth (104,183) of all tv sets made in August had uhf tuners.

Monthly radio-tv set production for the eight months of 1953 follows:

	Television	Home Radio Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 wks.)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 wks.)	524,479	287,724	239,189
July	316,289	172,197	78,434
August	603,760	299,939	145,460
TOTAL	4,754,285	2,531,754	1,227,953

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 wks.)	654,367	275,079	1,549,203
April	483,092	198,394	1,158,936
May	497,379	129,391	1,108,991
June (5 wks.)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
August	376,937	169,301	991,637
TOTAL	3,792,486	1,380,445	8,932,638

36 Buy 'Hooperatings' In 24 Markets

TOTAL of 36 radio stations serving 24 markets have subscribed to "Radio Hooperatings" reports for the 1953-54 broadcast season, C. E. Hooper Inc. announced last fortnight. Stations are: WDXB WDEF Chattanooga; KRNT Des Moines; WJTN Jamestown, N. Y.; WNOX Knoxville; WVLK Lexington, Ky.; KBIG KHJ KLAC Los Angeles; KGLO Mason City, Ia.; WDIA WHHM WREC Memphis; WAVZ New Haven; KOWH Omaha; WPAT Paterson, N. J.; WMBD Peoria; KOOL KTAR KRIZ Phoenix; WTAD Quincy, Ill.; WNAO WRAL Raleigh; KSDO KSON San Diego; KSJO San Jose; KCIJ KWKH Shreveport; WSBT South Bend; KHQ Spokane; WTAX Springfield, Ill.; WOLF Syracuse; WTAL Tallahassee; WBBW WFMJ WKBN Youngstown.

ARF Notes Year's Work

ADVERTISING Research Foundation's achievements of the past year and its plans for the year ahead will be the theme of a presentation by a panel of ARF officials at the opening luncheon meeting of the American Marketing Assn. for this season, Thursday, at the Hotel Roosevelt. Edgar Kobak, ARF president, will preside.

Audience Analysts Incorporate; Offer National Sales Service

Plan is for radio and tv audience measurement and composition studies. Company claims radio sells too much 'blue sky' to win advertiser-agency confidence.

INCORPORATION of Audience Analysts Inc., which will offer a national sales service plan for radio and tv audience measurement and composition studies, was announced last week.

Doris L. Selinger, president, said the research organization was formed by its principals on the basis of three years of successful testing in mail survey research for broadcasters, telecasters and publishers.

Mrs. Selinger and Gerald F. Selinger, AA vice president and vice president of Lee Ramsdell & Co., Philadelphia advertising agency, introduced the basic mail survey techniques while seeking sounder, more comprehensive media audience data to service agency client requirements, the announcement said.

The Audience Analysts statement said the firm believed radio, despite its present measurement facilities, sells too much "blue sky" to win advertiser or agency confidence, and that AA began "depth" survey work, first with fm radio audiences in Philadelphia and later in other metropolitan and typical community markets.

Broadcasters are "amazed at the wealth of qualitative and 'spot check' data that can be obtained from a random sampling," Mr. Selinger said.

All AA sampling is done in accordance with home radio ownership in a given market, and coding techniques provide for analysis of results in a variable number of sub-markets within the total coverage area, Mrs. Selinger said.

Mrs. Selinger, who has been in statistical work since her graduation from Bucknell U., directs the tabulation and analysis staffs. Mr. Selinger, who has been in advertising for 20 years, will direct creation of questionnaire forms. Chief analyst is Helen S. Doberstein, a graduate of Mt. Holyoke College and formerly with a professional statistical analysis firm. Myra J. Berry, market analyst, is a graduate of Carnegie Institute of Technology, New York U. Graduate School of Business and U. of Pennsylvania Wharton School.

Bert C. Daikeler, also a Wharton School graduate, is sales manager. The firm's address: Audience Analysts Inc., 1900 Chestnut St., Philadelphia.

'Lux Radio Theatre' Tops July-August RadioPulse

THE PULSE last week released its Multi-Market RadioPulse for July-August, as follows:

MULTI MARKET RADIOPULSE*
TOP TEN EVENING

	Program Average Rating July Aug.	May June
Lux Summer Theatre (CBS)	6.0	7.5
Richard Diamond (CBS)	5.6	7.6
My Little Margie (CBS)	5.4	6.7
Best of Groucho (NBC)	5.3	6.4
Godfrey's Talent Scouts (CBS)	5.2	
Jr. Miss (CBS)	5.2	6.3
Dr. Christian (CBS)	5.0	
Mr. and Mrs. North (CBS)	4.9	
Truth or Consequences (NBC)	4.9	
December Bride (CBS)	4.8	
Guy Lombardo (CBS)	4.8	
Mr. Keen (CBS)	4.8	
Walk A Mile (CBS)	4.8	

TOP TEN MONDAY-FRIDAY-DAYTIME

	Program Average Rating July Aug.	May June
Helen Trent (CBS)	6.8	7.1
Ma Perkins (CBS)	6.8	7.0
Road of Life (CBS)	6.7	6.9
Arthur Godfrey (CBS)	6.6	7.1
Our Gal Sunday (CBS)	6.6	7.0
Wendy Warren (CBS)	6.5	6.5
Grand Slam (CBS)	6.4	6.6
Guiding Light (CBS)	6.4	6.6
Aunt Jenny (CBS)	6.3	6.7
Perry Mason (CBS)	6.3	6.5
Rosemary (CBS)	6.3	6.5
Young Dr. Malone (CBS)	6.3	6.6

TOP SATURDAY-SUNDAY DAYTIME

	Program Average Rating July Aug.	May June
Stars Over Hollywood (CBS)	4.2	4.3
Theatre of Today (CBS)	4.0	4.2
The Shadow (MBS)	3.8	4.0
Give and Take (CBS)	3.7	3.7
Grand Central Station (CBS)	3.6	3.8
True Detective Mysteries (MBS)	3.6	3.9

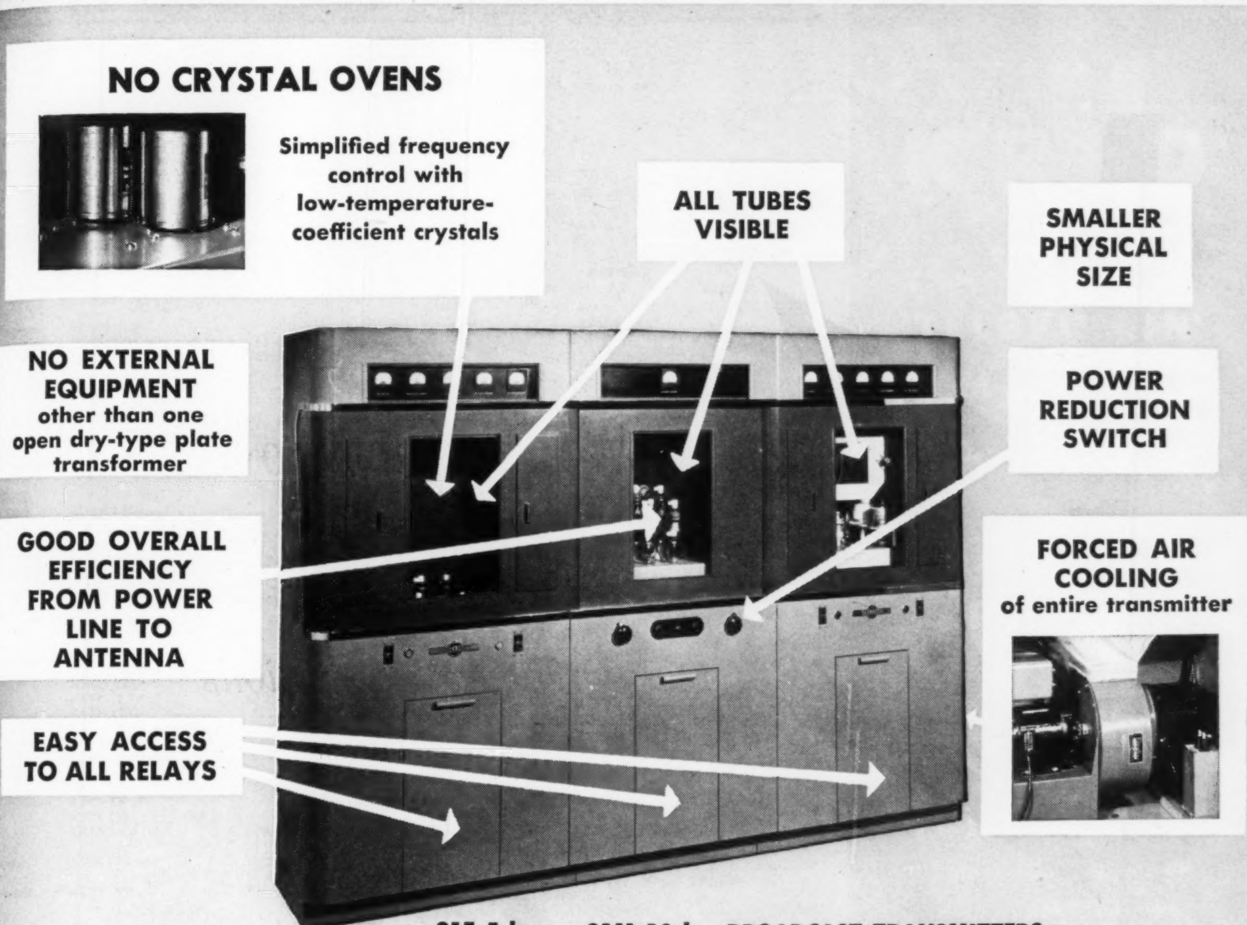
* Weighted program average for 18 regular Pulse Markets.

CBS' 'People Are Funny' Takes Lead in Aug. Nielsen

CBS Radio's *People Are Funny* took top radio network rating in the National Nielsen Ratings for the week of Aug. 16-22 as follows:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,477)
1	**People Are Funny (CBS)**	2,864
2	**Lux Summer Theatre (CBS)**	2,596
3	**Dr. Christian (CBS)**	2,506
4	**Mr. and Mrs. North (CBS)**	2,462
5	**Arthur Godfrey's Scouts (CBS)**	2,372
6	**Philip Morris Playhouse (CBS)**	2,283
7	**Railroad Hour (NBC)**	2,238
8	**F.B.I. in Peace and War (CBS)**	2,014
9	**Father Knows Best (NBC)**	2,014
10	**Mr. Keen (CBS)**	2,014
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(940)
1	**One Man's Family (NBC)**	2,059
2	**News of the World (NBC)**	1,880
.3	**Lowell Thomas (CBS)**	1,253
WEEKDAY		
	(Average for All Programs)	(1,477)
1	**Our Gal, Sunday (CBS)**	2,641
2	**Ma Perkins (CBS)**	2,641
3	**Romance of Helen Trent (CBS)**	2,551
4	**Arthur Godfrey (Liggett & Myers) (CBS)**	2,551
5	**Arthur Godfrey (Nabisco) (CBS)**	2,551
6	**Guiding Light (CBS)**	2,417
7	**Arthur Godfrey (Lever) (CBS)**	2,327
8	**Perry Mason (CBS)**	2,327
9	**Arthur Godfrey (Pillsbury) (CBS)**	2,283
10	**Road of Life (CBS)**	2,238
DAY, SUNDAY		
	(Average for All Programs)	(582)
1	**World Music Festivals (CBS)**	1,164
2	**Sunday Gatherin' (8:30) (CBS)**	895
3	**Sunday Gatherin' (9:00) (CBS)**	806
DAY, SATURDAY		
	(Average for All Programs)	(1,298)
1	**Stars Over Hollywood (CBS)**	2,193
2	**Fun for All (CBS)**	2,193
3	**Theatre of Today (CBS)**	2,148

Copyright 1953 by A. C. Nielsen Company



NO CRYSTAL OVENS
Simplified frequency control with low-temperature-coefficient crystals

ALL TUBES VISIBLE

SMALLER PHYSICAL SIZE

NO EXTERNAL EQUIPMENT other than one open dry-type plate transformer

POWER REDUCTION SWITCH

GOOD OVERALL EFFICIENCY FROM POWER LINE TO ANTENNA

FORCED AIR COOLING of entire transmitter

EASY ACCESS TO ALL RELAYS

21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS

feature for feature . . .

COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers *more* for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28″ deep by 105″ wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

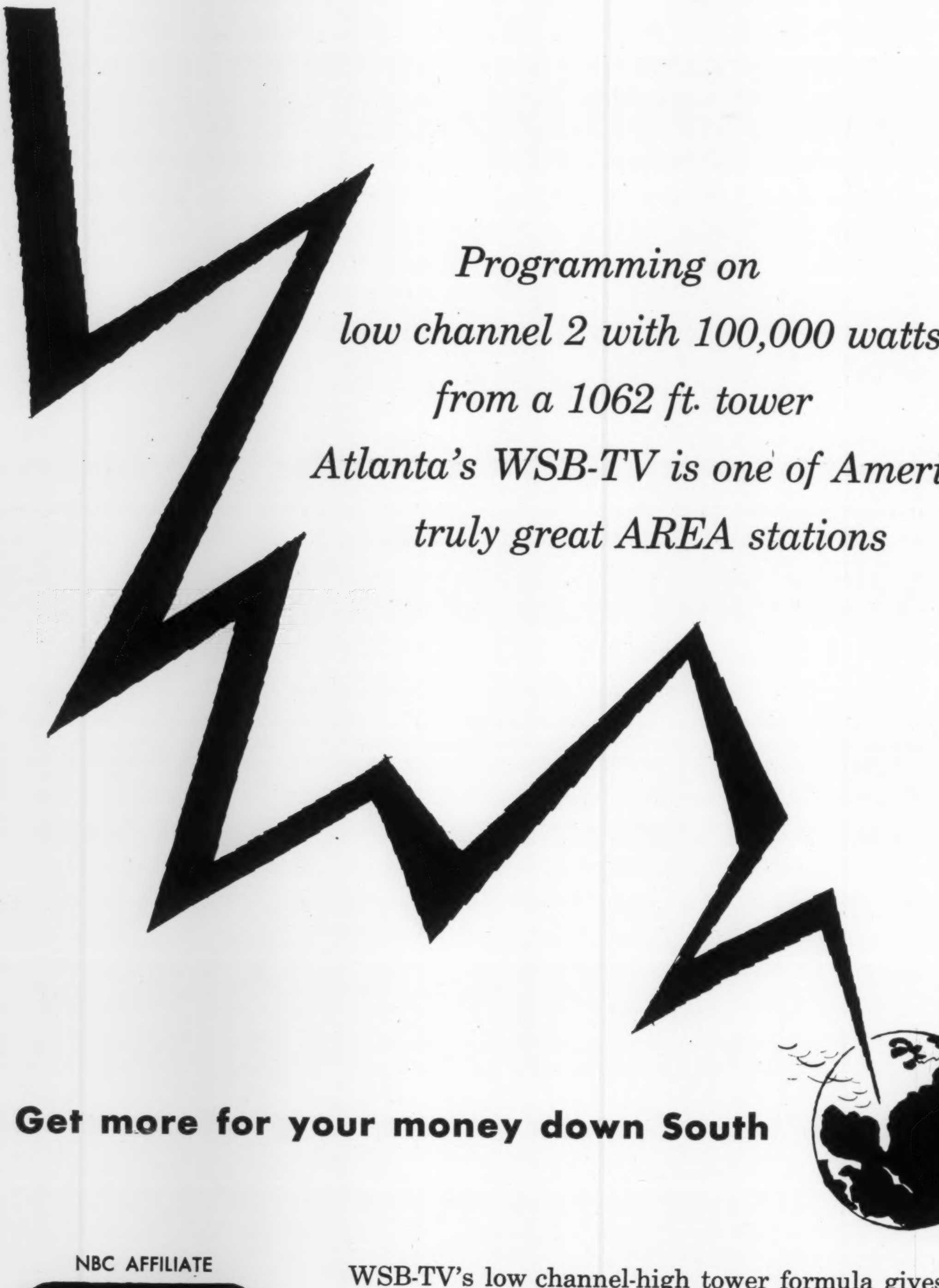
CONDENSED SPECIFICATIONS

Power Output: 21E 5500 watts; 21M 10,600 watts.
Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available.
Frequency Stability: ±10 cps.
Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps.
RF Output Impedance: 75/50 ohms standard. Other impedances available.
Audio Input Impedance: 600/150 ohms.
Temperature Range: +68° to +113° F. Ambient.
Altitude Range: Sea Level to 6000 feet.
Power Source: 208/230 V three phase 50/60 cps.
Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs.
Dimensions: 105¼″ wide, 76″ high, 28″ deep.

FOR BROADCAST EQUIPMENT QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 36	**1930 Hi-Line Drive DALLAS 2**	**2700 W. Olive Ave. BURBANK**	**Dogwood Road, Fountain City KNOXVILLE**



Programming on
low channel 2 with 100,000 watts
from a 1062 ft. tower
Atlanta's WSB-TV is one of America's
truly great AREA stations

Get more for your money down South

NBC AFFILIATE

wsb-tv
ATLANTA, GEORGIA

Represented by Petry
Affiliated with The Atlanta Journal
and Constitution

WSB-TV's low channel-high tower formula gives you a whopping coverage advantage over your competitor on any other station in the Altanta area. This area comprises far more than metropolitan Atlanta alone. Only WSB-TV gives you the *mass circulation* you need if you want to build *mass sales volume* in this fast-expanding market. Ask your Petry man for availabilities.

TELESTATUS

Oct. 5, 1953

TV STATIONS ON THE AIR and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	Sets in Station Area uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	161,000	....
Mobile	WALA-TV (10)	32,360	....
	WKAB-TV (48)	....	39,900
Montgomery	WCOV-TV (20)	....	13,400
ARIZONA			
Mesa	KTYL-TV (12)	71,500	....
Phoenix	KPHO-TV (5)	71,500	....
Tucson	KOPO-TV (13)	14,156	....
ARKANSAS			
Fort Smith	KFSA-TV (22)	....	....
Little Rock	KRTV (17)	....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV (29)	....	25,000
	KERO-TV (10)		
Chico	KHSL-TV (12)	....	....
Fresno	KMJ-TV (24)	....	40,458
Los Angeles	KECA-TV (7),		
	KHJ-TV (9)		
	KLAC-TV (13),		
	KNBH (4),		
	KTLA (5)		
	KNXT (2),		
	KTTV (11)	1,652,206	....
	KETH (28)	....	....
Monterey	KMBY-TV (8)	....	....
Sacramento	KCCC-TV (40)	....	....
Salinas	KSBW-TV (8)	....	....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	189,900	....
San Francisco	KGO-TV (7),		
	KPIX (5)		
	KRON-TV (4)	710,000	....
San Luis Obispo	KVEC-TV (6)	....	....
Santa Barbara	KEYT (3)	371,332	....
COLORADO			
Colorado Springs	KKTV (11)	30,253	....
Denver	KBTV (9),		
	KFEL-TV (2)	158,350	....
Pueblo	KCSJ-TV (5)	30,000	....
	KDZA-TV (3)	35,000	....
CONNECTICUT			
Bridgeport	WICC-TV (43)	....	26,664
New Britain	WKNB-TV (30)	....	80,135
New Haven	WNHC-TV (6)	635,190	....
Waterbury	WATR-TV (53)	....	80,000
DELAWARE			
Wilmington	WDEL-TV (12)	150,927	....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7),		
	WNBW (4),		
	WTOP-TV (9),		
	WTTG (5)	467,000	....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	....	....
Jacksonville	WMBR-TV (4)	137,641	....
Miami	WTVJ (4)	193,500	....
Pensacola	WEAR-TV (3)	....	....
St. Petersburg	WSUN-TV (38)	....	39,000
West Palm Beach	WIRK-TV (21)	....	....
GEORGIA			
Atlanta	WAGA-TV (5),		
	WSB-TV (2)		
	WLWA (8)	330,000	....
Macon	WETV (47)	....	15,200
Rome	WROM-TV (9)	75,500	....
HAWAII			
Honolulu	KGMB-TV (9)	27,000	....
	KONA (11)	34,000	....
IDAHO			
Boise	KIDO-TV (7)	8,200	....
ILLINOIS			
Belleville	WTVI (54)	....	127,000
Chicago	WBBM-TV (2),		
	WBKB (7),		
	WGN-TV (9),		
	WNBQ (5)	1,575,000	....
Decatur	WTVP (17)	....	66,300
Peoria	WEEK-TV (43)	....	86,005
Quincy	WGEM-TV (10)	27,200	....
	KHQA (see Hannibal, Mo.)		
Rockford	WTVO (39)	....	42,000
Rock Island	WHBF-TV (4)	217,000	....
INDIANA			
Bloomington	WTTV (10)	266,915	....
Indianapolis	WFBM-TV (6)	394,000	....
Lafayette	WFAM-TV (59)	....	23,850
Muncie	WLBC-TV (49)	....	32,500
South Bend	WSBT-TV (34)	....	71,469
IOWA			
Ames	WOI-TV (5)	142,085	....
Davenport	WOC-TV (5)	215,000	....
Sioux City	KVTV (9)	59,493	....
KANSAS			
Hutchinson	KTVH (12)	45,440	....
Wichita	KEDD (16)	....	32,026
KENTUCKY			
Louisville	WAVE-TV (3)	293,102	....
	WHAS-TV (11)(b)	....	....
LOUISIANA			
Baton Rouge	WAFB-TV (28)	....	28,600
Monroe	KFAZ (43)	....	9,800
New Orleans	WDSU-TV (6)	204,589	....
MAINE			
Bangor	WABI-TV (5)	36,500	....
Portland	WPMT (53)	....	18,200
MARYLAND			
Baltimore	WAAM (13),		
	WBAL-TV (11),		
	WMAR-TV (2)	498,556	....
MASSACHUSETTS			
Boston	WBZ-TV (4),		
	WNAC-TV (7)	1,089,696	....
Springfield	WHYN-TV (55),		
	WWLP (61)	....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	....
MICHIGAN			
Ann Arbor	WPAG-TV (20)	....	10,700
Battle Creek	WBKZ-TV (64)	....	55,924
Detroit	WJBK-TV (2),		
	WWJ-TV (4),		
	WXYZ-TV (7)	1,100,000	....
Grand Rapids	WOOD-TV (7)	256,874	....
Kalamazoo	WKZO-TV (3)	306,124	....
Lansing	WJIM-TV (6)	227,000	....
	WILS-TV (54)	....	7,734
Saginaw	WKNX-TV (57)	....	40,100
MINNESOTA			
Austin	KMMT (6)	56,547	....
Duluth	WFTV (38)	....	31,500
Minneapolis	WCCO-TV (4),		
	WTCN-TV (11)	394,300	....
St. Paul	KSTP-TV (5),		
	WMIN-TV (11)	394,300	....
Rochester	KROC-TV (10)	40,000	....
MISSISSIPPI			
Jackson	WJTV (25)	....	24,103
MISSOURI			
Hannibal	KHQA-TV (7)	70,000	....
Kansas City	WDAF-TV (4),		
	KMBC-TV (9),		
	WHB-TV (9)	323,062	....
	KCTY (25)	....	45,145
St. Louis	KSD-TV (5)	534,500	....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	28,817	....
	KYTV (TV) (3)		
MONTANA			
Butte	KOPR-TV (4),		
	KXLF-TV (6)	....	....
NEBRASKA			
Lincoln	KFOR-TV (10),		
	KOLN-TV (12)	60,360	....
Omaha	KMTV (3),		
	WOW-TV (6)	200,000	....
NEVADA			
Las Vegas	KLAS-TV (8)	8,700	....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	....	13,635
Newark	WATV (13)	3,520,000	....
NEW MEXICO			
Albuquerque	KOAT-TV (7),		
	KOB-TV (4)	30,744	....
Roswell	KSWS-TV (8)	8,327	....
NEW YORK			
Binghamton	WNBF-TV (12)	152,787	....
Buffalo	WBEN-TV (4)	360,283(a)	....
	WBES-TV (59),		
	WBUF-TV (17)	....	53,667
Elmira	WTVE (24)	....	9,500
New York	WABC-TV (7),		
	WABD (5),		
	WCBS-TV (2),		
	WNBT (4),		
	WOR-TV (9),		
	WPIX (11)	3,570,000	....
Rochester	WHAM-TV (6)	190,000	....
Schenectady	WRGB (6)	279,500	....
Syracuse	WHEN (8),		
	WSYR-TV (3)	220,822	....
Utica	WKTV (13)	123,000	....
NORTH CAROLINA			
Asheville	WISE-TV (62)	....	....
Charlotte	WBTV (3)	348,150	....
Greensboro	WFMY-TV (2)	179,740	....
Raleigh	WNAO-TV (28)	....	31,200

Station
KRLD TV
Dallas

Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio

DALLAS and
FORT WORTH

More than a Million
urban population in the
50-mile area

More than TWO MILLION
in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES
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AREA

EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS

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KRLD-TV
is your best buy

Channel 4 Represented by
The BRANHAM Company

XUM

THE NEW KEY TO

Pittsburgh's $2¼ Billion Market
53
PA PITT'S PREFERENCE

WKJF-TV
Channel 53
PITTSBURGH

NOW ON THE AIR WITH OUTSTANDING NBC SHOWS...

Kraft TV Theatre • Dennis Day Show of Shows • TV Playhouse Mr. Peepers • My Little Margie Bob Hope • Milton Berle . . . and many others!

WKJF-TV
Channel 53
PITTSBURGH

Pittsburgh's Pioneer UHF Television Station

National Representatives:
WEED TELEVISION

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

	NORTH DAKOTA		
Fargo	WDAY-TV (6)	....	....
Minot	KCJB-TV (13)	7,004	....
	OHIO		
Akron	WAKR-TV (49)	....	26,121
Ashtabula	WICA-TV (15)	....	....
Cincinnati	WCPO-TV (9),		
	WKRC-TV (12),		
	WLWT (5)	435,000	....
Cleveland	WEWS (5),		
	WNBK (4),		
	WXEL (9)	787,389	....
Columbus	WBNS-TV (10),		
	WLWC (4),		
	WTVN (6)	306,950	....
Dayton	WHIO-TV (7),		
	WLWD (2)	300,000	....
Lima	WLOK-TV (73)	....	12,497
Toledo	WSPD-TV (13)	228,000	....
Youngstown	WFMJ-TV (73),		
	WKBN-TV (27)	....	80,510
Zanesville	WHIZ-TV (50)	....	8,905
	OKLAHOMA		
Lawton	KSWO-TV (7)	31,221	....
Okla. City	WKY-TV (4)	221,408	....
Tulsa	KOTV (6)	156,325	....
	OREGON		
Medford	KBES-TV (5)	....	....
Portland	KPTV (27)	....	108,007
	PENNSYLVANIA		
Altoona	WFBG-TV (10)	346,462	....
Bethlehem	WLEV-TV (51)	....	34,278
Chambersburg	WCHA-TV (46)	....	....
Easton	WGLV (57)	....	33,020
Erie	WICU (12)	197,000	....
Harrisburg	WHP-TV (55),		
	WTPA (71)	....	78,300
Johnstown	WJAC-TV (6)	680,018	....
	WARD-TV (56)	....	....
Lancaster	WGAL-TV (8)	237,428	....
New Castle	WKST-TV (45)	....	48,123
Philadelphia	WCAU-TV (10),		
	WFIL-TV (6),	1,267,186	....
	WPTZ (3),	1,627,798	....
Pittsburgh	WDTV (2)	683,000	....
	WENS (16),		
	WKJF-TV (53)	....	100,000
Reading	WEEU-TV (33),	....	54,633
	WHUM-TV (61)	....	127,350
Scranton	WGBI-TV (22),		
	WTVU (73)	....	75,000
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	....	104,000
York	WSBA-TV (43)	....	65,100
	RHODE ISLAND		
Providence	WJAR-TV (10)	1,043,320	....
	SOUTH CAROLINA		
Charleston	WCSC-TV (5)	35,000	....
Columbia	WCOS-TV (25),		
	WNOK-TV (67)	....	26,840
Greenville	WGVL (23)	....	28,183
	SOUTH DAKOTA		
Sioux Falls	KELO-TV (11)	37,855	....
	TENNESSEE		
Memphis	WMCT (5)	218,200	....
Nashville	WSM-TV (4)	122,657	....
	TEXAS		
Abilene	KRBC-TV (9)	9,140	....
Amarillo	KFDA-TV (10),		
	KGNC-TV (4)	31,296	....
Austin	KTBC-TV (7)	43,844	....
Dallas	KRLD-TV (4),		
	WFAA-TV (8)	295,000	....
El Paso	KROD-TV (4),		
	KTSM-TV (9)	29,392	....
Ft. Worth	WBAP-TV (5)	272,483	....
Galveston	KGUL-TV (11)	235,000	....
Houston	KPRC-TV (2),		
	KUHT (8)	265,000	....
Lubbock	KCDB-TV (11)		
	KDUB-TV (13)	32,349	....
San Angelo	KTXL-TV (8)	6,000	....
San Antonio	KEYL (5),		
	WOAI-TV (4)	155,053	....
Texarkana	KCMC-TV (6)	17,593	....
Tyler	KETX (19)	....	....
Wichita Falls	KFDX-TV (3),		
	KWFT-TV (6)	39,500	....
	UTAH		
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	131,200	....
	VIRGINIA		
Lynchburg	WLVA-TV (13)	73,154	....
Norfolk	WTAR-TV (4)	195,290	....
Richmond	WTVR (6)	174,182	....
Roanoke	WSLS-TV (10)	91,600	....
	WASHINGTON		
Bellingham	KVOS-TV (12)	25,000	....
Seattle	KING-TV (5)	282,900	....
Spokane	KHQ-TV (6),		
	KXLY-TV (4)	37,644	....
Tacoma	KMO-TV (13),		
	KTNT-TV (11)	282,900	....
Yakima	KIMA-TV (27)	....	6,000
	WEST VIRGINIA		
Huntington	WSAZ-TV (3)	227,132	....
	WISCONSIN		
Green Bay	WBAY-TV (2)	69,223	....
Madison	WKOW-TV (27)	....	....
	WMTV (33)	....	10,000
Milwaukee	WTMJ-TV (4)	570,437	....
	WCAN-TV (25)	....	....
Oshkosh	WOSH-TV (48)	....	4,000

SWEENEY SEES AMs BEST YEAR IN '53

GAB members told to examine own operations if prediction is not true.

DESPITE inroads of tv in some areas, radio stations throughout the country are headed for their best year in history in 1953, according to Kevin B. Sweeney, BAB vice president.

He told station owners and managers at the Georgia Assn. of Broadcasters meeting in St. Simons, Ga., on Sept. 25 that in smaller cities, well-operated stations will run 25% or more ahead of the best previous year. Mr. Sweeney added that even in cities with heavy tv penetration, radio stations will be 5-10% ahead of any other year in their history.

"If 1953 isn't going to be the best year in history," Mr. Sweeney declared, "you had better inquire closely into the reasons why, because it is your fault, not the fault of radio."

Factors cited by Mr. Sweeney as contributing to radio's steady growth were heavier sales pressure by larger sales forces, "intelligent treatment" of the local advertiser, increased use of modern sales techniques, and willingness of stations in many cities to approach the problem of selling non-radio advertisers jointly through local committees or state associations.

NARTB Boards Meet Slated for Phoenix

WINTER meeting of the NARTB combined board of directors will be held the week of Jan. 18, 1954, at Camelback Inn, Phoenix, Ariz., reversing an original June decision to meet at Cat Cay island, off the Florida coast.

Committee meetings will be held early in the week with the Tv Board to meet Jan. 21, Radio Board Jan. 22 and combined boards Jan. 23.

Planning for the annual NARTB convention to be held next May in Chicago will get under way at a meeting of the new convention committee, tentatively scheduled Nov. 12 in Chicago. Committee members are Kenneth Brown, KWFT Wichita Falls, Texas, chairman; Hugh K. Boice Jr., WEMP Milwaukee; C. L. McCarthy, KROY Sacramento, Calif.; Clair R. McCollough, WGAL Lancaster, Pa., chairman of last year's committee; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; James D. Russell, KKTV (TV) Colorado Springs, and Owen F. Uridge, WQAM Miami.

The Tv Circulation Study Committee, charged with developing a system of circulation measurement for television, meets Oct. 8 in New York. Network representatives will attend.

Several new members were added to this committee last week. They are Mr. McCollough; J. Leonard Reinsch, WSB-TV Atlanta; Lee B. Wailes, Storer Broadcasting Co., and Donald W. Thornburgh, WCAU-TV Philadelphia.

Other members are Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, and Kenneth Carter, WAAM (TV) Baltimore.

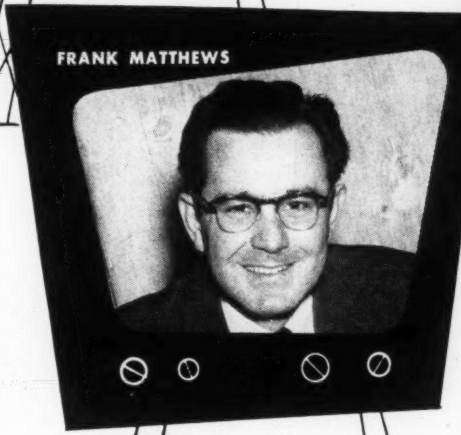
IBA Meet Set Oct. 8-9

ANNUAL meeting of the Illinois Broadcasters Assn. will be held Thursday and Friday at the Leland Hotel, Springfield. Among the speakers is Tom Flanagan, managing director, Station Representatives Assn., on "Crusade for Spot Radio."

NEWS *worthy*

HENRY GUERRA

HENRY HOWELL



JAMES METCALF

Here at WOAI-TV we think news **is** worthy—worthy of a staff of specialists—worthy of editing, rewriting and presentation by men who give all their time and thought to news—men who are known and respected as experts in their field. In addition WOAI-TV has all three wire services, AP, UP, INS, plus our own staff of local reporters. When you hear and buy news on WOAI-TV you know it's the best in the Southwest.

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EDWARD PETRY & COMPANY, INC.
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Dallas • San Francisco • Detroit

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

NARTB MEETS PASS MID-WAY MARK ATTENDANCE STANDS 20% OVER '52

Districts 7, 8 and 9 met during the last week. Foremost among resolutions reached at the sessions were those opposing proposal that radio and tv stations form separate associations.

FIRST HALF of NARTB's annual district meeting series wound up Saturday as District 7 delegates adjourned their Cincinnati sessions. Following a trend begun at the opening session at Seattle, total attendance at the nine meetings averaged 20% above last year.

Highest attendance figure, 98, was set by District 10 at its Cedar Rapids, Iowa, meeting [B•T, Sept. 28]. With several of the larger districts, including Texas and the Atlantic Coast areas, still to meet, the 100 mark is likely to be passed three or four times.

This week provides a rest period for the NARTB headquarters squadron and the "flea circus" representatives who have been making the loop.

NARTB President Harold E. Fellows has added a dozen luncheon and dinner talks to the annual report he made at the opening of each of the nine district meetings. Robert K. Richards, administrative vice president, has given talks on management, news and government relations activities. Richard P. Doherty, labor vice president, has given economic reviews and labor relations talks.

All three NARTB officials took part in closed-door workshop sessions, which proved to be one of the popular features of the 1953 meetings held thus far. The feature will be continued during the upcoming eight meetings.

In the last 10 days some of the districts have adopted resolutions opposing a proposal for formation of a radio-only trade association (see story page 50).

Presiding at the three meetings last week were Hugh K. Boice Jr., WEMP Milwaukee, District 9 director (Monday-Tuesday at Milwaukee); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8 director (Wednesday-Thursday at Indianapolis), and F. E. Lackey, WHOP Hopkinsville, Ky., District 7 director (Friday-Saturday at Cincinnati).

James H. Moore, WSLS-TV Roanoke, Va., who conducted the three tv clinics last week, urged prospective tv station executives to set basic policies first; start operation as quickly as possible; expand only when necessary; double up on staff assignments and retain key radio personnel.

After eight months on the air, Mr. Moore said, WSLS-TV obtained 41% of its income from national spot, 31% from network and 28% from local advertisers. He said the plant represents an overall investment of $522,000. He urged adoption of a one-rate policy.

District 9 at Milwaukee followed District 11 in adopting a one-association resolution. The Milwaukee delegates, convinced that radio and tv belong in one association, recommended that a concentrated campaign be conducted to enlarge NARTB membership.

Members of the tv clinic panel were Haydn Evans, WBAY-TV, Green Bay; Don Wirth, WNAM-TV Neenah; Merrill Lindsay, WSOY-TV Decatur; Les Johnson, WHBF-TV Rock Island; Robert Burow, WDAN-TV Danville; George Comte, WTMJ-TV Milwaukee.

Among those joining in the round-table discussion Monday afternoon were Ben Laird, WDUZ Green Bay; Sid Bliss, WCLO Janesville; George Frechette, WFHR Wisconsin Rapids, and J. R. Livesay, WLBH Mattoon.

Members of the District 9 resolutions committee were Harry Peck, WISN Milwaukee; Verl Bratton, WKTY LaCrosse; Francis Kadow, WOMT, Manitowoc, and Mr. Lindsay.

District 11 wound up its Minneapolis sessions Sept. 26 by adopting a resolution noting that an effort is underway to promote a radio-only association. "Such a division of strength would be detrimental," it was felt.

AN AGENCY timebuyer was greeted by NARTB delegates at Milwaukee. The group includes (seated, l to r): Hugh Boice Jr., WEMP, District 9 director; Harry Peck, WISN Milwaukee; Janet Gilbert, Sherman & Marquette, New York; Merrill Lindsay, WSOY Decatur. Standing, Howard Dahl, WKBH LaCrosse; Verl Bratton, WKTY LaCrosse; Jerry Sill, WMIL Milwaukee; Harold Newcomb, WRJN Racine, and George Frechette, WFHR Wisconsin Rapids. (Other district meeting pictures on page 104.)

NARTB's headquarters troupe at Milwaukee district meeting was augmented by addition of Howard Bell, assistant to tv vice president, and William K. Treynor, station relations manager. In group are (seated, l to r): George Comte, WTMJ Milwaukee; NARTB President Harold E. Fellows; J. R. Hayden, Dresser-Stacey (Ideco), Columbus. Standing, Mr. Bell; Joe Mullens, RCA; Robert Burow, WDAN Danville, and Mr. Treynor.

Among participants in the District 8 discussions at Cincinnati were Don deGroot, WWJ Detroit; Robert D. Enoch, WXLW Indianapolis; Richard M. Fairbanks, WFBM Indianapolis; Milton L. Greenebaum, WSAM Saginaw, Mich.; Joseph M. Higgins, WTHI Terre Haute; Daniel E. Jayne, WELL Battle Creek; Worth Kramer, WJR Detroit; Lester W. Lindow, WFDF Flint; Don Menke, WEOA Evansville; C. Bruce McConnell, WISH Indianapolis, and David Milligan, WASK Lafayette.

Members of the District 8 resolutions committee were Robert B. McConnell, WISH Indianapolis, chairman; Edward G. Thoms, WKJG Fort Wayne; Fred A. Knorr, WKMH Dearborn.

Remaining meetings on the schedule start next Monday at Ardmore, Okla., with the District 12 (Kan., Okla.) meet. District 13 (Texas) meets Oct. 14-15 at Dallas and District 6 (Ark., La., Miss., Tenn.) Oct. 16-17 at Biloxi, Miss.

Second week of the final half of the schedule starts with the District 5 (Ala., Fla., Ga., P. R.) meeting at Atlanta Oct. 19-20; District 4 (N. C., S. C., Va., D. C.) at Asheville, N. C., Oct. 21-22; District 3 (Del., Md., Pa., W. Va.) at Philadelphia Oct. 23-24. Last two meetings are District 2 (N. Y., N. J.), in Albany Oct. 29-30, and District 1 (New England) Nov. 4-5 at Boston.

ST. LOUIS LOVES "BIG MO"
KSTM-TV
ST. LOUIS

Because "Big Mo's" Arrival Assures A Choice of Television Entertainment

Yes, "Big Mo" is a favorite with St. Louis televiewers. Scheduled to begin telecasting operations in a very few days, KSTM-TV assures the heretofore-one-station-market a variety of the very best in television entertainment. Individual televiewers soon will make their own choice of programs.

"Big Mo" is a favorite with advertisers, too. With interest in television at an all time high in St. Louis, more and more people are tuning in more and more often. This guarantees a much greater value per advertising dollar.

It's folly to overlook the huge, prosperous St. Louis market. And, for your share of the area's sales dollars, you'll be wise to schedule KSTM-TV, the St. Louis favorite. Come aboard "Big Mo" . . . today.

ABC—CBS—Local Programs

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

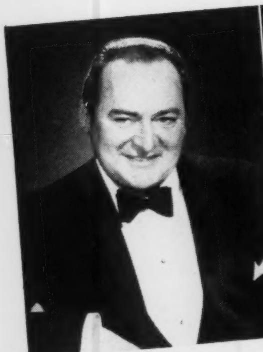
Channel 36 ST. LOUIS **Marshall H. Pengra, President**

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

URGENT...FROM MUTUAL AFFILIATES TO ALL SPOT & LOCAL ADVERTISERS

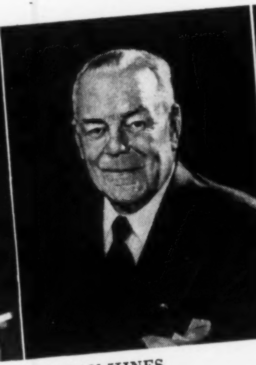
MILLION-DOLLAR PROGRAM UPGRADING (BIGGEST CHANGE IN RADIO)

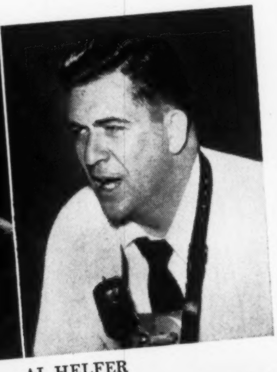
NOW SELLING MARKET-BY-MARKET (FOR SMALL CHANGE)


EDWARD ARNOLD

ARLENE FRANCIS

JOE KING


DUNCAN HINES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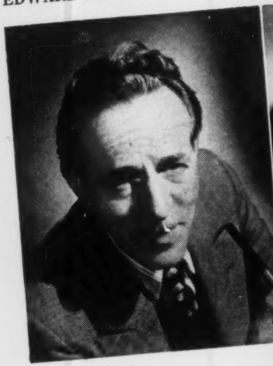
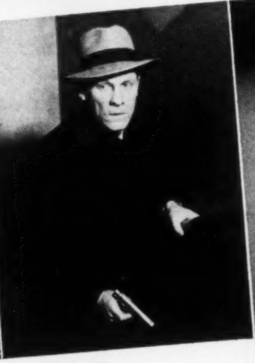
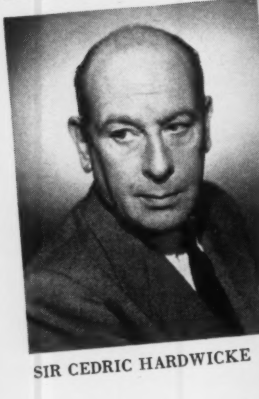

DAVID ROSS

THE 3 SUNS

BETTY CLOONEY


Counterspy

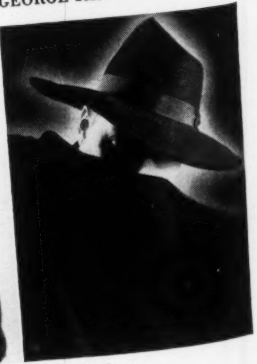
GEORGE SANDERS


SIR CEDRIC HARDWICKE

PETER LORRE

MADELEINE CARROLL

Mr. District Attorney


The Shadow

Station affiliates of the Mutual Network are *adding*, October 1, a million dollars' worth of star attractions to the program lineup which has long won them an overwhelming first-place in co-op advertising. For the first time in radio, 18 prime shows now provide *extra* selling power for *local* use in selective markets coast to coast. Morning, afternoon, and night . . . every day in the week . . . music, comedy, drama, news—here's the full list of the *new* sales-shows now offered by MBS stations in markets that matter to *you*:

5-Day, 5-Minute Spotlights:
Edward Arnold on *backstage yarns.*
Arlene Francis & Bill Cullen
Joe King on *music* and *celebrities.*
Duncan Hines on *foods* and *living.*
Al Helfer on *stars in sports.*
David Ross on *famous anniversaries*

5-Day, 15-Minute Music: The 3 Suns & Betty Clooney

5-Day, 15-Minute News Commentary: Baukhage

5-Day, 15-Minute Staff News: Everett Holles & Aides

7-Day, 15-Minute News Roundup: Ed Pettitt

5-Day, 30-Minute Western: "Welcome Ranch"

5 Week-Night Dramas:
"Counterspy"
"High Adventure"—George Sanders
"Bulldog Drummond"—Sir Cedric Hardwicke
"Nightmare"—Peter Lorre
"Starlight Theatre"—Madeleine Carroll

2 Sunday Dramas:
"Mr. District Attorney"
"The Shadow"

All material in all these programs is *new*—and so is the basic sales data on each one. To learn how "the biggest improvements in all radio" can work to *your* profit in *your* markets, consult:

THE AFFILIATES OF MBS AND THEIR STATION REPRESENTATIVES

'RADIO-ONLY' IDEA GETS VARIED REACTION

Tulsa broadcaster Way says that his proposal for a trade association to represent radio alone is getting favorable response. Broadcasters writing to B•T predominantly oppose the plan.

SOMETHING ought to be done to give radio stations a better break in their trade association service, according to four out of five letters sent to William B. Way, KVOO Tulsa, Mr. Way told B•T last week in response to a query about his proposal to set up a radio-only association [B•T, Sept. 28].

Mr. Way said he is "not trying to fight NARTB but obviously the association can't carry water on both shoulders." He said the heavy volume of letters from all parts of the nation largely were in favor "of doing something."

The idea grew out of the Brown-Dunkin project in which all Tulsa stations cooperated to sign this major department store to a $125,000 radio contract [B•T, Sept. 7], he added.

"Someone had to carry the ball," Mr. Way said. "I decided to take the lead to see what would happen. Maybe someone has a better idea."

Oklahoma Assn. of Broadcasters at its Sept. 27 meeting in Oklahoma City formed a committee to study the idea. Mr. Way was named chairman. Other members are Matthew Bonebrake, KOCY Oklahoma City; Ed Ryan, KSIW Woodward, and Leo Morris, KRHD Duncan.

This committee will digest answers received to Mr. Way's letters and report within a month. President of the association is Cy Casper, WBBZ Ponca City. OAB is not open to tv members.

Opposition Heard

Unsolicited letters sent to B•T last week were predominantly opposed to Mr. Way's proposal and in favor of NARTB's dual radio-tv operation.

Todd Storz, KOWH Omaha, wrote: ". . . I can only say that I think you have wasted a great deal of time and effort in circularizing your letter. It is my opinion that only in the last few years has NARTB been of true help and value to our industry. Because of the recent efforts of NARTB we have found it possible to reduce our operating expenses by $30,000 at the two stations we own."

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Tv Board of Directors, recalling his role in organizing Broadcast Advertising Bureau and his familiarity with NARTB operations, said ". . . I can certainly testify that to my knowledge no situation has arisen in which either radio or television has suffered by the fact that they are both represented by the NARTB. I am confident that as a result of the merger (Television Broadcasters Assn. and NAB) we have a stronger trade association, with better management and personnel and more money, than would have been conceivably possible otherwise."

J. G. Paltridge, KROW Oakland, Calif., conceding he was "awfully tired of going to NARTB convention and district meetings where the conversation is dominated by television," said he felt "most of this conversation comes from the broadcasters rather than from NARTB." He urged separate radio and tv meetings at national conventions, advocated unified trade association representation, and doubted if a national federation of state associations would be effective.

Donald K. deNeuf, Rural Radio Network, Ithaca, N. Y., wrote Mr. Way that "radio and tv have a lot in common in maintaining a united front from the standpoint of federal regulation and for protection against any governmental or any other steps contrary to the principles of freedom of expression and programming."

Jack Todd, KAKE Wichita, NARTB board member, called attention to NARTB's autonomous radio and tv boards and reminded Mr. Way of the developments that led to the association's dual stature. He said he believed "that in the not too distant future, telecasters may withdraw from the present NARTB to form their own group, and thus leave intact our present organization with its splendid experienced personnel." He voiced surprise that Mr. Way "would permit the bugaboo of television" to alarm him.

N. Y. Adwomen Elect Officers for 1953-54

ADVERTISING Women of New York last week announced the names of officers, members of the board of directors and committee chairmen for the 1953-54 season. The list of officers is as follows:

Nadine E. Miller, C. E. Hooper Inc., president; Ruth M. Volckmann, Sawyer-Ferguson-Walker Co., first vice president; Harriet Raymond, Celanese Corp. of America, second vice president; Mary K. Heeren, Douglas Leigh Inc., treasurer; Hortense N. Fillion, department store economist, assistant treasurer; Ina Hundinger, Time Inc., corresponding secretary, and Charlotte Downs, H. L. Lindquist Pubs., recording secretary.

Members of the board of directors are Helen Berg, Mary Ellen Church, Prudence L. Dorn, Helen R. Herd, Antoinette Casey Hodes, Rita Otway, Virginia G. Smith and Grace K. Stricht.

The committee chairmen are Henrietta Gunsten, Adv. Federation of America, awards; Harriet Edmunds, art, copy and production; Grace Oakley, club historian; Cara Haskell Vorce, club publication; Ann Walsh, education and survey course; Edith Nind, Ida Clarke remembrance; Grace Johnsen, legislative; Dorothy Lewis, luncheons and dinner; Mary Reinmuth, membership; Bernice Ormerod, mutual fund; Evelyn Lee Jones, publicity; Joan Heller, reception; Elsie Wilson, Salvation Army Christmas party; Helen Tarbox, shop talks; Bernadine Lawlor, social activities, and Lillian Pierson, special projects.

The first business meeting of the year will be held at the Hotel Astor tomorrow (Tuesday) at 7:30 p.m.

NTFC Honors Melvin Gold At Testimonial Dinner

MELVIN L. GOLD, a founder, three times president and twice board chairman of National Television Film Council, was honored by the council at a testimonial luncheon in New York last Wednesday.

Current President Arche Mayers of Unity Television Corp., Dr. Alfred N. Goldsmith, consultant, and other leaders of the tv film field lauded Mr. Gold for his key role in the formation of the NTFC in 1948 and in the direction of its affairs since that time. Currently chairman of the council's board, Mr. Gold was presented a scroll and a tape recorder with a tape of the entire luncheon proceedings. He is director of advertising, publicity and television for National Screen Service Corp.

Edwin H. James, senior editor of B•T, in the principal address at the meeting reminded film producers and distributors that television currently is at its peak rate of expansion and admonished them, for the long haul, to establish—and stick to—fair prices for their products. Under-the-counter deals should be eliminated as a matter of sound business practice, he said, noting that radio still is suffering the effects of rate cuts made two years ago.

NARTB Forms Committee For Tv Film Sales Study

NEW committee has been formed by NARTB to promote uniformity in the sale of television films. Harold See, KRON-TV San Francisco, has been named by NARTB President Harold E. Fellows as committee chairman.

Titled the NARTB Tv Film Contract Standardization Committee, the group will hold an exploratory meeting Oct. 13 at the Conrad Hilton Hotel, Chicago. Other members of the committee serving with Chairman See are Martin Campbell, WFAA-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB tv vice president, and Howard Bell, his assistant, will attend the meeting.

Standardization work of NARTB in the past has included uniform agency-advertiser contracts for both radio and tv.

EXECUTIVE lineup at the Broadcast Advertising Bureau's first meeting of its 22-man Plans Committee at New York's Ambassador Sept. 23 [B•T, Sept. 28] included (l to r): Standing, Kevin B. Sweeney, vice president, BAB; Robert Covington, WBT Charlotte, N. C.; John F. Hardesty, BAB director of local promotion; Gene Accas, ABC; Walter E. Wagstaff, KIDO Boise; Eugene Katz, The Katz Agency; Owen F. Uridge, WQAM Miami, Fla.; Ben Strouse, WWDC Washington; William A. McGuineas, WGN Chicago; Howard Lane, KOIN Portland, Ore.; Robert J. McAndrews, KBIG Avalon, Calif. Seated, Henry Johnston, WAPI Birmingham, Ala.; Daniel C. Park, WIRE Indianapolis; Winslow Leighton, Schenectady; Donald W. Thornburgh, WCAU Philadelphia, the committee's chairman; William B. Ryan, BAB's president; Ralph N. Weil, WOV New York; George Bristol, CBS; Robert Meeker, Robert Meeker Assoc. Inc. The committee drafted a local-national boost radio campaign.

BOOM!

That's What You Like About the South

BOOM!

The New South is in a great industrial boom, gaining rapidly in wealth, buying power and job openings. Baton Rouge, with a tremendous concentration of oil, chemical, transportation, and wholesale businesses, is enjoying more than its share of growth. Retail sales are up 597.1% in the last decade, population, up 257%.

With a $178,688,000 industrial expansion program in the works, Baton Rouge typifies the manner in which the South is outgaining the rest of the U. S. As a market for your— or your clients'—products, Baton Rouge is well worth investigating. WJBO, the 5,000 watt NBC station, consistently delivers the important part of the Greater Baton Rouge audience.

For availabilities, check our national representatives, the George P. Hollingbery Company.

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)

Affiliated with the State-Times and Morning Advocate
Further Data from our National Representatives
GEORGE P. HOLLINGBERY CO.

WEEK'S RECORD HIGH OF 27 NEW TVs SEES 16 CITIES GET FIRST LOCAL SERVICE

Sports fare, football and the World Series, brought a colorful first-time home tv to many. In seven cities, new stations were the second local signals to start.

A RECORD 27 new tv stations hit the air last week, with a number of them bringing collegiate and professional football as well as the World Series to televiewers, many of whom had not seen a local telecast before.

Sixteen cities got their first home-operated tv—Fresno, Calif.; Columbus and Macon, Ga.; Springfield, Ill.; Cedar Rapids, Iowa; Henderson, Ky.; Flint, Mich.; Meridian, Miss.; St. Joseph, Mo.; Reno, Nev.; Winston-Salem, N. C. (two stations began); Knoxville, Tenn.; Harlingen and Longview, Tex.; Harrisonburg, Va., and Charleston, W. Va.

Second Local Signal

In seven cities, the new stations became the second local signal on the air. They were: Tucson, Ariz.; Colorado Springs, Colo.; Peoria, and Rockford, Ill.; Monroe, La.; Elmira, N. Y.; Memphis, Tenn.

Boston and Milwaukee got their third tv stations when WTAO-TV and WOKY-TV began operations in those respective cities. In Kansas City, KCMO-TV became the fifth video outlet (but only the fourth local signal since KMBC-TV and WHB-TV share time on ch. 9).

Stations going on the air last week were:

KVOA-TV Tucson, Ariz., vhf ch. 4 (NBC), represented by Paul H. Raymer Co. Inc.

KJEO (TV) Fresno, Calif., uhf ch. 47 (ABC), represented by George P. Hollingbery Co.

KRDO-TV Colorado Springs, Colo., vhf ch. 13 (NBC), represented by Joseph Hershey McGillvra Inc.

WDAK-TV Columbus, Ga., uhf ch. 28 (ABC, NBC), represented by Headley-Reed Tv Inc.

WMAZ-TV Macon, Ga., vhf ch. 13 (CBS, DuMont), represented by The Katz Agency Inc.

WTVH-TV Peoria, Ill., uhf ch. 19, represented by Edward Petry & Co. (Tv Div.).

WREX-TV Rockford, Ill., vhf ch. 13 (ABC, CBS), represented by H-R Television Inc.

WICS (TV) Springfield, Ill., uhf ch. 20 (ABC, CBS, DuMont, NBC), represented by Adam Young Tv Inc.

WMT-TV Cedar Rapids, Iowa, vhf ch. 2 (CBS), represented by The Katz Agency Inc.

WEHT (TV) Henderson, Ky., uhf ch. 50 (CBS), represented by Meeker Tv Inc.

KNOE-TV Monroe, La., vhf ch. 8 (CBS, ABC, DuMont), represented by H-R Television Inc.

WTAO-TV Boston-Cambridge, uhf ch. 56 (DuMont).

WTAC-TV Flint, Mich., uhf ch. 16 (ABC), represented by Paul H. Raymer Co. Inc.

WTOK-TV Meridian, Miss., vhf ch. 11 (ABC, CBS, DuMont, NBC), represented by Headley-Reed Tv Inc.

KCMO-TV Kansas City, Mo., vhf ch. 5 (ABC), represented by The Katz Agency Inc.

KFEQ-TV St. Joseph, Mo., vhf ch. 2 (CBS, DuMont), represented by Headley-Reed Tv Inc.

KZTV (TV) Reno, Nev., vhf ch. 8 (ABC, CBS, NBC, DuMont), represented by John E. Pearson Tv Inc.

WECT (TV) Elmira, N. Y., uhf ch. 18 (NBC), represented by Everett-McKinney Inc.

WSJS-TV Winston-Salem, N. C., vhf ch. 12 (NBC), represented by Headley-Reed Tv Inc.

WTOB-TV Winston-Salem, N. C., uhf ch. 26 (ABC, DuMont), represented by H-R Television Inc.

WROL-TV Knoxville, Tenn., vhf ch. 6, represented by Avery-Knodel Inc.

WHBQ-TV Memphis, Tenn., vhf ch. 13, represented by Blair-Tv Inc.

KGBS-TV Harlingen, Tex., vhf ch. 4 (CBS), represented by John E. Pearson Tv Inc.

KTVE (TV) Longview, Tex., uhf ch. 32, represented by Forjoe Tv Inc.

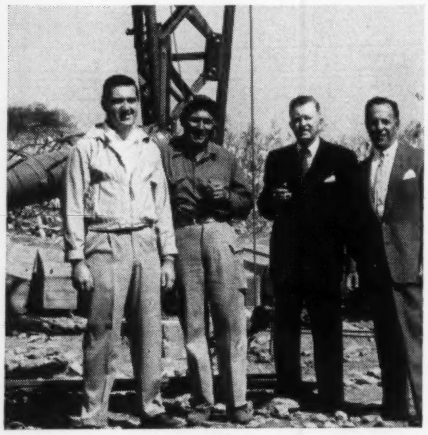
WSVA-TV Harrisonburg, Va., vhf ch. 3 (NBC), represented by Devney & Co.

WKNA-TV Charleston, W. Va., uhf ch. 49 (ABC, DuMont), represented by Weed Television Inc.

WOKY-TV Milwaukee, Wis., uhf ch. 19 (ABC, DuMont), represented by H-R Television Inc.

Eight of the 17 stations in the new 16 markets were uhf. In Winston-Salem, one of the new stations is vhf and the other is uhf. In the cities in which the new stations were the second local operation, only two were uhf—Peoria, Ill., and Elmira, N. Y.—and they joined existing uhf stations. In Monroe, La., and in Rockford, Ill., the new stations were vhf, competing with existing uhf stations. In Boston, the new station became the first uhf there. In Milwaukee, the new station was uhf, making two upper band stations and one vhf station in operation now. Of Kansas City's five, only one is a uhf operation, the new station is vhf.

Possibly the longest dedicatory program was that of KNOE-TV Monroe, La., owned by former Louisiana Gov. James A. Noe. The vhf ch. 8 station, second in the city but the first vhf, put on a five-hour program that saw 100 mayors of neighboring communities, Gov. Robert Kennon and former Governors Noe, Jimmy Davis and Earl K. Long, and a host of other notables in attendance to watch 33 high school bands and marching groups maneuver before the cameras in front of the $750,000 radio-tv center. Station estimated that 40,000 visitors went through KNOE-TV on dedication day. Station spokesman estimated about 35,000 receivers in its 100-mile service area (1.5 million people). Coverage extends to Shreveport and Alexandria, La.; El Dorado, Ark., and Vicksburg and Natchez, Miss., the station reported. Rate of commercial time sold in the first few days, spokesman said, indicated that KNOE-TV would operate in the black in its first year.



RONALD B. WOODYARD (2d r), president, and Louis Froelich (r), vice president of Skyland Broadcasting Corp., operator of WIFE (TV) Dayton, uhf ch. 22 permitee, are brought up to date on details by WIFE's Chief Engineer Joseph Gill (l) and Tower Construction Co.'s crew superintendent Herb Snyder, just before a 54 ft., five bay GE antenna is hoisted in position, bringing the tower's height to 701 ft. above average terrain. Construction job on the 654 ft. tower was completed in 15 days, permitting Mr. Gill to put the test pattern on the air the weekend of Sept. 26.

In Henderson, Ky., WEHT (TV) reported uhf transmission of 48 miles (bringing Evansville, Ind., into its primary service area). Station also announced time sales to 31 local advertisers.

WKNA-TV Charleston, W. Va., reported 13,500 tv receivers in its service area capable of receiving its uhf ch. 49 signals.

WMAZ-TV Macon, Ga., estimated 50,000 tv receivers in its market.

KJEO (TV) Fresno, Calif., reported "good, clear pictures" in the six-county area in the San Joaquin Valley. Gov. Earl Warren, Chief Justice-designate of the U. S., was scheduled to be the chief speaker at dedication ceremonies Oct. 1.

WTOK-TV Meridian, Miss., reported its vhf ch. 11 signal as having a 75 miles radius.

WOKY-TV Milwaukee declared that responses to its uhf ch. 19 test pattern tests indicated "excellent" pictures in 40-mile radius. Station reported the number of uhf receivers in Milwaukee as between low estimates of 50,000 to high estimates of more than 100,000.

In Portland, Ore., KOIN-TV, which was preparing to begin its commercial operation on vhf ch. 6 Oct. 15, began test pattern transmissions Sept. 29. Howard Lane, president and general manager, reported an "especially strong signal" as far south as Eugene and north to Centralia. He also estimated 125,000 vhf receivers in the market. Station will be first vhf in Portland; KPTV (TV), which has been operating for one year [B•T, Sept. 28], transmits on uhf ch. 27.

Prediction that KVAN-TV Vancouver, Wash. (Portland, Ore., area), will be on the air Jan. 15, 1954, was made last week by President Sheldon F. Sackett, following FCC grant of uhf ch. 21 to that station. "KVAN, both am and tv, enters into this new trusteeship with elation and a firm resolve that it shall provide to the Vancouver-Portland area the best service it can possibly receive. . . ." Studio will be in Vancouver, but the transmitter will be located in Portland, it was pointed out.

KOMO-TV Start

In Seattle, Oct. 1 saw KOMO-TV begin closed circuit and program schedule rehearsals concurrent with the beginning of installation of equipment in its new tv transmitter building. KOMO-TV, which will be the second Seattle station, plans November test patterns and commercial operation by Dec. 11.

Representing WVEC-TV Hampton-Norfolk, Va., which went on the air commercially two weeks ago, is William G. Rambeau Co. Station representative was incorrectly listed last week [B•T, Sept. 28].

In Asbury Park, N. J., where uhf ch. 58 WRTV is building, President Walter Reade Jr. announced the station was paying 25 cents for every house-to-house call made by dealers and servicemen to solicit sales and conversions. The hope is to have 25,000 uhf-ready receivers when station begins operations in December.

Stations due to begin commercial operations in the next 30 days are:

ARIZONA

KOOL-TV Phoenix, vhf ch. 10 represented by Blair-TV Inc. (share time with KOY-TV), Oct. 11.

KOY-TV Phoenix, vhf ch. 10, represented by Blair-Tv Inc., (share time with KOOL-TV), Oct. 11.

KIVA-TV Yuma, vhf ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KIEM-TV Eureka, vhf ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-Tv, Oct. 18.

KICU (TV) Salinas, uhf ch. 28, Fall.

KCOK-TV Tulare-Fresno, uhf ch. 27, represented by Forjoe Tv Inc., Oct. 10.

FLORIDA

WJDM (TV) Panama City, vhf ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.

WPFA (TV) Pensacola, uhf ch. 15, represented by Adam Young Tv Inc., Oct. 15.

IDAHO

KTVI (TV) Boise, vhf ch. 9 (ABC), represented by George P. Hollingbery Co., October 1953.

KWIK-TV Pocatello, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

IOWA

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson Tv Inc., Oct. 15.

KENTUCKY

WKLO-TV Louisville, uhf ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

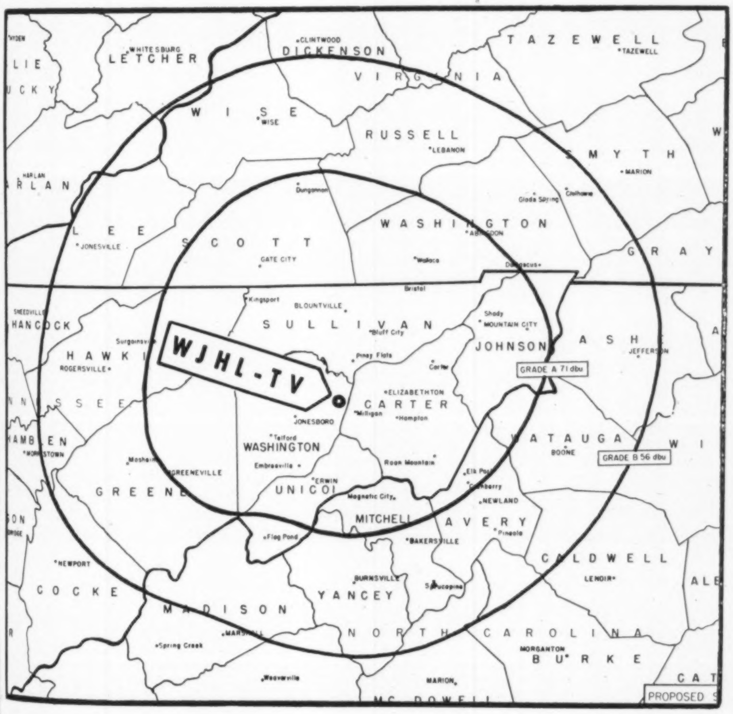
NOW . . .

TRI-CITIES TELEVISION

WJHL-TV

JOHNSON CITY, TENN.

Brings the top rated shows of
CBS (Basic) ABC—DuMont—NBC



LETCHER
WHITESBURG
CLINTWOOD
DICKENSON
TAZEWELL
TAZEWELL
VIRGINIA
WISE
WISE
RUSSELL
LEBANON
SMYTH
MARION
HARLAN
Dungannon
Glade Spring
Chilhowie
LEE
JONESVILLE
SCOTT
GATE CITY
WASHINGTON
ABINGDON
Wallace
Damascus
GRAY
Bristol
Kingsport
BLOUNTVILLE
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MOUNTAIN CITY
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HAWKINS
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ROGERSVILLE
Piney Flats
Carter
GRADE A 71 dbu
WJHL-TV
ELIZABETHTON
CARTER
Milligan
Hampton
JONESBORO
Telford
WASHINGTON
WATAUGA
BOONE
GRADE B 56 dbu
HAMBLEN
MORRISTOWN
Mosheim
GREENEVILLE
GREENE
Embreeville
ERWIN
UNICOI
Roan Mountain
Elk Park
Cranberry
NEWLAND
Magnetic City
MITCHELL
AVERY
Pineola
BAKERSVILLE
Flag Pond
NEWPORT
COCKE
CALDWELL
LENOIR
BURNSVILLE
Spruce Pine
YANCEY
MADISON
MARSHALL
Spring Creek
NORTH CAROLINA
MORGANTON
BURKE
Weaverville
MARION
MC DOWELL
PROPOSED

. . . not just in Johnson City, but in sections of the four state area of Tennessee, Virginia, Kentucky and North Carolina.

Included in the Class A and B signal area of WJHL-TV are 822,000 people and VHF set potential of 200,000 homes. This is based on interim power of 58,780 watts which, by summer of 1954 will reach full power of 316,000 watts.

You'll get perfect coverage now of Johnson City, Bristol, Kingsport, Elizabethton, Greenville, Erwin, Morristown and scores of other thriving communities. Here is VHF television sensibly priced . . . priced to sell . . . and priced to sell *for* you. Just call John E. Pearson Television, Inc.

WJHL-TV

TRI CITIES TV

CHANNEL 11
JOHNSON CITY TENN.

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

WJHL *VHF* Television . . . coverage of 822,000 people . . . TV affiliate of WJHL radio

NATIONAL TV SALES

"They Even Put Waste to Work..."

EDWARD R. MURROW Interviews 5 Well-Known Oilmen—Hears How The Oil Industry Makes Sure You Get The Most From Each Drop of Oil

MEET THE PANEL:

I'm General Ernest O. Thompson, Chairman of the Texas Railroad Commission—a conservation agency of our state charged by law to prevent waste of natural resources like oil and gas.

My name is E. DeGolyer. I'm a geologist and an independent oil producer. My chief interest is in the exploration of oil and the estimation of oil reserves.

My name is George L. Parkhurst. I'm Chairman of the Board of the Oronite Chemical Company, San Francisco. I'm concerned with petro-chemicals and also with other phases of the oil industry.

I'm John M. Lovejoy, Chairman of the Board of the Seaboard Oil Company—a producing oil company with a production of 33,000 barrels a day in various parts of the United States.

I'm John W. Newton, Vice-President of the Magnolia Petroleum Company, in charge of refining. I'm also Vice-President for refining, American Petroleum Institute.

Here are the highlights of Mr. Murrow's interview—one of the most important discussions ever held on conserving the nation's oil supply, and its significance to you as an American:

MURROW· ***Dr. DeGolyer—you're one of the greatest geologists in this or any other country—how much oil do we have available in the U.S.?***

DeGOLYER: About 30 billion barrels in proven resources—almost 4 times what we had in 1925.

MURROW: ***Are we finding as much oil here as we're using up?***

DeGOLYER: The available statistics indicate that, yes, on the average, we have found as much oil each year as we've used.

MURROW: ***I'd like to ask—what's happened to the wasteful, old-fashioned gusher we used to see?***

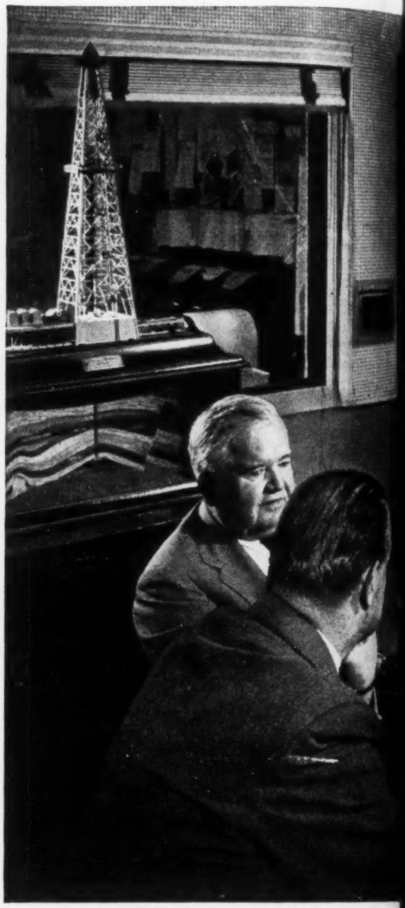
THOMPSON: Well, in the old open flow days, every man got all he could under "devil-take-the-hindmost" production. That was very wasteful. Wells would blow their heads off, gush for a while, then go flat.

NEWTON: In 1901 in Beaumont, Texas, we had America's original gushers at "Spindletop." One flowed at the rate of 100,000 barrels a day, but only for a short time. In contrast with today's efficient practice, little of the oil in the ground was recovered.

THOMPSON: In those days we recovered only 25 to 30% of the oil in the ground. In East Texas today, by carefully conserving reservoir energy, we are not content unless we get up to 80% recovery.

MURROW: ***What do you mean by conserving reservoir energy? Is this a key problem in oil conservation?***

DeGOLYER: It's the basic problem—keeping the pressure on the oil in the reservoir. An oil field has been best compared to a bottle of soda water. If the bottle is opened and the gas is allowed to escape, the thing goes flat. If an oil field is produced wide open and the pressure gets too low, then the field goes flat and you lose a lot of oil which you never recover.



EDWARD R. MURROW'S ROUNDTABLE on oil conservation practices brought five outstanding oilmen from all over the country to his CBS Radio studio in New York

MURROW: ***Would someone please explain to me how oilmen inject gas or water to get more oil out of the ground?***

LOVEJOY: If your natural forces become exhausted, then you have to pump in water or gas to provide artificial forces. The best time to do this is before the natural forces are exhausted. In the New Hope Field of East Texas, natural forces were very small compared to the size of the reservoir. The wells stopped flowing before the field was completely drilled.

By putting in an artificial water flood before the natural pressures were gone, we've maintained production there for many years.

MURROW: ***What are oilmen doing to conserve oil once it gets to the refinery?***

NEWTON: I'd like to comment on that. We've developed new refining processes, principally catalytic cracking, alkylation, polymerization, etc. and learned how to make better use of gases formed in some of these operations. Compared to years ago, twice

For a new free booklet on oil conservation, "Oil Con-*Serves* For You,"—write to Oil Industry Information Committee,

City. Mr. Murrow questioned his guests (identified at left) for over 2 hours. This entire interview was recorded on tape. Its highlights are reproduced on these pages to bring you one of the most important discussions ever held on conserving the nation's oil supply, and its significance to you as an American.

the quantity of useful products can now be obtained from a barrel of crude.

MURROW: That's conservation indeed.

NEWTON: We are now able to meet the requirements of the public out of 2½ billion barrels of crude yearly. Without these many process improvements we would have used about 5 billion barrels of crude oil last year.

Also, oil products have constantly been made better. The fact that two gallons of today's gasoline do the work that three did in 1925 shows an outstanding achievement in quality. This is real conservation.

MURROW: ***Mr. Newton, I wonder if you could tell us a little about some of the other products you people make from oil?***

NEWTON: Petroleum products go into production of insecticides, fungicides, anti-freeze, detergents, etc. Today there are something like a thousand different products of varying types made from petroleum.

MURROW: ***This is down your line, Mr. Parkhurst. What about the use of petroleum products in the manufacture of synthetic rubber?***

PARKHURST: That's very important. Nearly all synthetic rubber today comes from petroleum. Other things in the same general category are plastics, paints, textile fibres—great varieties of things we don't normally think of as petroleum products.

MURROW: ***Somebody told me you were even conserving the smell of oil these days. Is this true?***

NEWTON: Yes. There is one smell that is being conserved and actually being used. That's in the recovery of sulphur. With some oils, sulphur gases are generated, which we can recover and so make possible their conversion to sulphuric acid. This acid helps manufacture hundreds of products.

PARKHURST: That's an example of a by-product which was not only a waste—its smell was a nuisance. Taking that waste product and upgrading it into a valuable chemical is an excellent example of conservation.

MURROW: ***With all the thousands of companies engaged in the oil business, how much has competition contributed to oil conservation?***

LOVEJOY: I think competition is probably the secret of the success of the oil industry in this country. In the countries where governments themselves have tried to develop their own resources, they have been completely unsuccessful. To illustrate, in Russia they have not been able to increase their oil production materially over the last twenty years —and their oil potentialities are vast.

DeGOLYER: The 13,000 small and large producers in the U.S. don't all think alike. I might look at all the data on a certain prospect and decide it didn't justify the cost of a well. Mr. Lovejoy might think differently and drill it. Even if both of us thought it was bad, there would be some third fellow who came along and drilled it. That's one reason we find as much oil as we do, and find it as fast as we have.

PARKHURST: Mr. Newton has mentioned new refining processes and improvements in products. This has been stimulated greatly by competition in research. Companies, large and small, all competing to bring out a better product and do a better job of processing the crude oil, have made a great contribution—

MURROW: ***—So that good conservation practices extend throughout the entire industry?***

PARKHURST: That's true. Going beyond production and refineries, conservation never ceases. The oil industry has worked with the automotive people, equipment manufacturers and consumers to get better use out of oil products and to give better value.

Our lubricating oils have been improved to the point where engine overhauls are much less frequent. An automobile will go farther on a gallon of gasoline. Fuel oil has been upgraded by more efficient combustion and better oil burners. And, so, conservation extends from the oil in the ground to the final, individual user.

EDWARD R. MURROW SUMS UP . . .

It seems to me, that these five distinguished oilmen say this:

Nature has given us a wealth of petroleum, but it is not necessarily inexhaustible. Man, through his skills and ingenuity, has converted petroleum to his own use. And now man—the oil industry —is trying through sound conservation to assure us:

FIRST, that the maximum amount of oil is produced from each field.

SECOND, that researchers are finding new ways to provide new oil supplies for the future.

THIRD, that oil, once taken from the ground, is processed efficiently to meet the consumer's needs.

The one thing I already knew was that all this pays off in effective service to the public.

Hear Edward R. Murrow on CBS Radio, Monday through Friday; see "Person to Person," his new TV show, CBS-TV Friday nights.

American Petroleum Institute, Box 152, 50 West 50th Street, New York 20, N. Y.

XUM

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Oct. 15.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co. Inc., Oct. 15.

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co. Inc., Oct. 31.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by William G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, October.

MISSOURI

KSTM-TV St. Louis, uhf ch. 36 (ABC-TV), represented by H-R Television, Oct. 15 (granted STA Aug. 25).

NEW YORK

WROW-TV Albany, uhf ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

NORTH CAROLINA

WCOG-TV Greensboro, uhf ch. 57 (ABC-TV), Oct. 30.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair-Tv Inc., October.

OHIO

WIFE (TV) Dayton, uhf ch. 22, represented by Headley-Reed Tv Inc., Fall.

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.

WUTV (TV) Youngstown, uhf ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Oct. 15.

KTVQ (TV) Oklahoma City, uhf ch. 25 (ABC, CBS), represented by H-R Television, Oct. 11.

OREGON

Eugene TV Inc., Eugene, vhf ch. 13, represented by George P. Hollingbery Co., October.

KOIN-TV Portland, vhf ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15 (began tests Sept. 29).

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

RHODE ISLAND

WPRO-TV Providence, vhf ch. 12, represented by Blair-Tv Inc., Oct. 15 (granted STA Sept. 23).

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., October.

TENNESSEE

WJHL-TV Johnson City, vhf ch. 11, represented by John E. Pearson Tv Inc., Oct. 11 (granted STA Aug. 27).

WTSK (TV) Knoxville, uhf ch. 26, Oct. 10 (granted STA Sept. 4).

TEXAS

KNUZ-TV Houston, uhf ch. 39 (DuMont), represented by Forjoe Tv Inc., Oct. 10.

KANG-TV Waco, uhf ch. 34 (ABC-TV), represented by John E. Pearson Tv Inc., Oct. 15.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Oct. 1.

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe-Tv Inc., Oct. 22.

WEST VIRGINIA

WTAP (TV) Parkersburg, uhf ch. 15 (ABC), represented by Forjoe-Tv Inc., Oct. 25 (tests due Oct. 11).

WTRF-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN

WRBJ (TV) Beloit, uhf ch. 57, represented by George W. Clark Inc., Oct. 8.

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Oct. 15.

Harry Karr Named To Head WRC Sales

Mr. Karr

HARRY KARR has been appointed sales manager of WRC Washington, Joseph Goodfellow, director of sales for WRC and WNBW (TV), announced last week. Mr. Karr has been with the station since 1947.

The new sales manager will place personal emphasis on the sales of WRC programs to national advertisers. He is soon to visit NBC Spot Sales offices in New York and Chicago.

Hampton Uhf Increase

INCREASE of 11,147 uhf-equipped television receivers in 24 days between Sept. 5-29 is claimed by Thomas P. Chisman, president-general manager of WVEC-TV Hampton, Va., in showing progress made in Norfolk area. Mr. Chisman said 70% of dealers and distributors reported total of 28,046 sets had been converted as of Sept. 29.

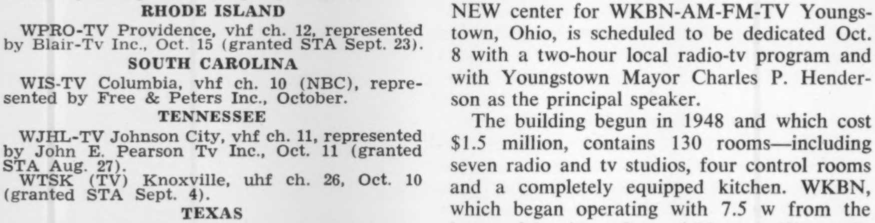
WKBN-AM-FM-TV Center Dedication Set Oct. 8

NEW center for WKBN-AM-FM-TV Youngstown, Ohio, is scheduled to be dedicated Oct. 8 with a two-hour local radio-tv program and with Youngstown Mayor Charles P. Henderson as the principal speaker.

The building begun in 1948 and which cost $1.5 million, contains 130 rooms—including seven radio and tv studios, four control rooms and a completely equipped kitchen. WKBN, which began operating with 7.5 w from the home of President-General Manager Warren P. Williamson Jr. in 1926, moved into the building in 1951. Final completion was held up until the end of the tv freeze.

The dedicatory program will include a one-hour simulcast of a musical review of the past 25 years, using local choral groups, soloists and studio orchestra. On radio, part of the dedication program will comprise excerpts from great news events of the past 27 years, including voices of those who made news, taken from tapes in the WKBN morgue. A one-hour film will be shown on WKBN-TV depicting the new center.

CBS-affiliated WKBN operates on 570 kc with 5 kw. WKBN-TV, which since last January, is on uhf ch. 27, with ABC, CBS and DuMont affiliation.



HOME of WKBN-AM-FM-TV Youngstown, Ohio, is due to be dedicated Thursday. Begun in 1948, the $1.5 million radio-tv center houses all activities of the 75-man operation headed by Warren P. Williamson, Jr.

BELL SUCCEEDS BERNARD AT KOMA

APPOINTMENT of Edgar T. Bell, veteran Oklahoma City broadcaster and newspaper executive, as general manager of KOMA there was announced last week coincident with the resignation of J. J. Bernard, after eight years with the station.

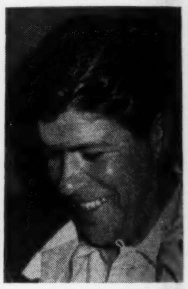
Mr. Bell, who also is executive vice president-general manager of the new KWTV (TV) now under construction in Oklahoma City for ch. 9 operation, is expected to assume his duties this week. KOMA Inc. will own 50% of KWTV.

Mr. Bernard has not announced his plans but is expected to enter television management.

KOMA is the CBS outlet in Oklahoma City, operating on 1520 kc with 50 kw. KWTV will become the basic interconnected affiliate for CBS. Its operating target date is Dec. 15.

It also was reported that E. L. Colbourn, former manager of KTOK Oklahoma City, had filed suit Sept. 25 against Mr. Bell alleging he formerly was associated with Mr. Bell in securing the tv permit. He contended he had entered into an "oral contract" to work with Mr. Bell on "radio, television, newspaper and communication projects."

Mr. Bell



Mr. Bernard

Mr. Bell declined comment. His attorney to contest the action is O. A. Cargill of Oklahoma City.

Mr. Bell formerly was general manager and secretary-treasurer of the Oklahoma Publishing Co., which operates WKY and WKY-TV. Later he served as general manager of KTOK.

Charles J. Duke Jr., WAVY President, Dies

CHARLES J. DUKE JR., 55, president of Portsmouth Radio Corp., licensee of WAVY Portsmouth-Norfolk, Va., and applicant for Portsmouth vhf ch. 10, died Sept. 26 after a heart attack.

New in the radio field, Mr. Duke headed a group which bought WAVY (at that time WSAP) from Tom E. Gilman Sr., Dr. L. A. McAlpin and others for a gross of $145,000 [Closed Circuit, May 25]. Mr. Duke's successor at Portsmouth Radio has not been named.

Survivors are his wife, Mrs. Virginia Welton Duke; a son, Charles Bryan Duke; a daughter, Anna, and two sisters, Emily and Lulie Duke.

Meredith Revenues Up

REVENUES of Meredith Publishing Co., Des Moines, for 1952-53 increased $410,000 over the previous year, the firm reported last week. Three tv and two radio stations are held by Meredith: WHEN (TV) Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix. Consolidated earnings, after taxes, were $3,349,000 as compared to $2,939,000 for the 1951-52 fiscal year.

IBC's BOUT OVER, BUT DISPUTE RAGES

AS AN aftermath to the dispute over the scope of broadcasting rights for the Marciano-LaStarza heavyweight boxing championship fight [B•T, Sept. 28], WOV New York, which spearheaded the fight against restrictions on radio coverage, last week called on radio and television stations to review existing contracts with news wire services.

A statement from the station said that wire services "had complied with both the original IBC 'blackout' and the subsequent 75-word modification."

"It was not until the court decision in favor of WOV did they plan to carry round-by-round summaries," the statement added. This reference was to a ruling by the New York Supreme Court, resulting from a motion for an injunction by the International Boxing Club, promotors of the bout, against WOV which had announced plans to broadcast news of the fight at the end of each round.

"Obviously, there are still some things that must be cleared up by the industry to guarantee itself an unchallenged right to report the news," asserted Ralph N. Weil, excutive vice president of WOV. "One of the most pressing of the residual problems is to establish once and for all the right to re-create news events," he said. Mr. Weil added:

"Another is to review all existing contracts between broadcasting stations and news services to determine whether the industry has taken sufficient precautions to insure itself equal treatment with newspapers. It would appear that as matters now stand, a news service would have the right to delay or withhold news from its radio wire while transmitting it promptly on its press wire. The unquestioning acceptance by the news services of the original arbitrary restrictions by the IBC of what could be put on the radio wires indicates that the industry needs contractual protection."

In a prepared statement, John Aspinwall, radio news editor of AP, declared:

"AP never has withheld news from its radio members, nor has IBC ever tried to tell AP

The XL Stations
MONTANA
KXLY-TV
KXLY–Spokane
KXLK–Great Falls
KXLL–Missoula
KXLJ–Helena
WASHINGTON
IDAHO
KXLF-TV
KXLF–Butte
KXL–Portland
KXLQ–Bozeman
OREGON
The GREATEST SINGLE
ADVERTISING MEDIUM
in the FAST GROWING--WEALTHY
PACIFIC NORTHWEST

THE XL STATIONS KXL–Portland KXLF–TV KXLF–Butte KXLQ–Bozeman KXLL–Missoula
KXLY–TV KXLY–Spokane KXLJ–Helena KXLK–Great Falls

PACIFIC NORTHWEST BROADCASTERS ☆ THE WALKER COMPANY

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9-5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

what it can transmit over its wires. Any restrictions which the IBC has sought to impose have been concerned solely with the broadcasting—not the teletype transmission—of fight news. In accordance with its obligations, the AP has informed its radio members of the promoters' position in this respect."

Pengra Named KSTM-TV's President-General Manager

MARSHALL H. PENGRA, general manager of KGKB Tyler, Tex., has been appointed president and general manager of KSTM-TV St. Louis, new ch. 36 outlet scheduled to go on the air Oct. 15, William H. Biggs, board chairman, announced last week. He succeeds the late William E. Ware, who died Aug. 20 [B•T, Aug. 24].

Mr. Pengra

Mr. Pengra assumed his duties with KSTM-TV, ABC-TV affiliate with 275 kw video power, on Sept. 15. He has been in radio and tv since 1935, beginning at KSLM Salem, Ore., as a sports announcer.

PEACE FAMILY BUYS WWNC AND PAPER

CONTRACT for sale of WWNC Asheville, N. C. (5 kw, 570 kc) and the associated *Asheville Citizen-Times* to the Roger C. Peace interests in Greenville, S. C., was signed last Monday, subject to the usual FCC approval [B•T, Sept. 28]. Sale price is approximately $2,300,000, or $575 a share.

Transferors were practically all stockholders of Asheville Citizen-Times Co., with the Peace interests purchasing the properties, re-named Asheville Citizen-Times Publishing Co.

Don S. Elias, president of WWNC, owns about half of the 4,001 shares of common stock in the selling corporation. Remaining shares are held by James G. Adams and Robert Stanford Webb, as trustees under the will of Charles A. Webb, with Robert Stanford Webb personally owning 101 shares. Mr. Elias recently transferred a small block of shares to Duke U.

Mr. Peace, former U. S. Senator from South Carolina, heads the Peace family properties in Greenville consisting of WFBC (5 kw, 1330 kc) and the *Greenville News* and *Piedmont*. The Greenville News-Piedmont Co. becomes 100% owner of Asheville Citizen-Times Publishing Co.

Representing the Peace interests was Dow, Lohnes & Albertson, Washington counsel, with Eliott Lovett as attorney for the Asheville properties. Allen Kander was broker. J. Kelly Sisk, vice president-treasurer of the Greenville properties, becomes vice president-secretary of the new Asheville corporation.

It was understood no staff changes are planned at WWNC. Cecil B. Hoskins is general manager.

The Peace interests are 37½% owners of WMRC Inc., granted a CP for ch. 4 last August. The grant followed merging of WFBC and WMRC applications, with FCC specifying that one of the two am stations be sold or deleted.

WWNC is applicant for ch. 13 in Asheville, a facility also sought by WLOS Asheville.

Interference Complaints Are Solved by KEYT (TV)

THE STORM of complaints that greeted the debut of KEYT (TV) Santa Barbara, Calif., when it took the air in mid-summer has dwindled to a trickle as adjacent channel interference with Los Angeles stations disappears, according to Harry C. Butcher, board chairman of KEYT and KIST.

Blanketing of KNXT (CBS) on ch. 2 and KNBH (NBC) ch. 4 by the 50 kw KEYT signal has been overcome by a large percentage of the original 10,000 pre-KEYT set owners in Santa Barbara, he said. This has been done by adjustment of sets, tuning of antennas and various trap devices.

When KEYT took the air in late August its switchboard was jammed with complaints from local viewers, Mr. Butcher recalled.

KEYT quickly set up a forum program on the subject on the third day of operation. In its first week KEYT received 1,360 letters and 1,051 phone calls, with about 10% consisting of interference complaints.

The situation is "all quiet" now, according to KEYT, with an average of one complaint a day.

Servicemen at first demanded that the city council ask FCC to shift KEYT to another channel. The Council deferred action.

The KEYT transmitter is located 16 miles northwest of Santa Barbara. The site was picked so the signal would hit the back side of antennas tuned to the Los Angeles transmitters atop Mt. Wilson, 100 miles south of Santa Barbara.

KEYT took several steps to meet the problem. It used traps on selected locations to show that the interference could be met in this way. Affiliated with all four tv networks, it packed the schedule with network programs and installed a microwave link to pick up network programs live from Mt. Wilson.

Development & Research Lab., local equipment firm, turned out a ch. 3 wave trap that is said to work in a majority of installations. According to data supplied the FCC, which is testing the trap, it is a simple full-section constant-K T-type band-rejection filter attenuating all frequencies between 61-66 mc.

Other devices used by listeners range from scotch-tape wrapping around lead-ins near receivers to home-made coil gadgets and strategically placed screening. CBS-Columbia demonstrated receivers in the city, claiming they separated chs. 2, 3 and 4 without difficulty.

The KEYT executive said published stories about the interference were greatly exaggerated, though conceding the problem was serious at first and set sales were affected temporarily.

LUMINARIES at WTAR-AM-FM-TV Norfolk's celebration of its am outlet's 30th anniversary and the station's switch to CBS affiliation Sept. 25 were (l to r): Campbell Arnoux, president of WTAR Radio Corp., licensee; Henry Lewis, president of Norfolk Newspapers Inc., of which the WTAR firm is a subsidiary, and Dr. Frank Stanton, president of CBS Inc.

Morning Tv Success

IDEA that morning tv is for housewives only isn't so, says WFMJ-TV Youngstown, Ohio, which last week began the full 17-hour day. Sales Manager Leonard Nasman reported that on the first day of morning tv, the *Youngstown Vindicator* station was swamped with calls, complimenting the outlet on bringing NBC morning shows to viewers. Mill and factory workers on late shift were especially grateful, Mr. Nasman said, because they work the 3-11 p.m. shift and had been missing evening programs.

Construction of WFMJ-TV's 1,000-ft. tower which began Aug. 31, is progressing, Mr. Nasman reported. Of triangular design, using nine guy wires, the tower will cost $225,000.

Watkins' New KWKH Duties

FRED A. WATKINS has been appointed assistant manager of KWKH Shreveport, La., it was announced last week by Henry Clay, vice president and general manager of the station. Mr. Watkins has been associated with KWKH since 1946 when he joined the staff as local commercial representative. He was named commercial manager in September 1952 and will continue to act in that capacity for the station.

Mr. Watkins

Walter Compton Joins Tv Applicant in Miami

WALTER COMPTON, tv consultant and for several years manager of WTTG (TV) Washington, has joined North Dade Video Inc. as vice president and member of the board. North Dade Video is applicant for vhf ch. 10 in Miami, Fla.

Mr. Compton

Besides preparing North Dade Video's hearing material Mr. Compton will supervise station operation should a CP be granted. Meanwhile he is maintaining headquarters at 502 Biscayne Bldg., Miami, and 4180 Nebraska Ave., N.W., Washington.

ATLASS GROUP SELLS KIOA FOR $150,000

SALE of KIOA Des Moines by Ralph Atlass and associates for $150,000 to Town and Country Co., licensee of KMMJ Grand Island, Neb., owned chiefly by Don Searle and family, was negotiated last Wednesday in New York, subject to FCC approval [CLOSED CIRCUIT, Sept. 21].

The transaction eliminates the "duopoly" aspect involving the Atlass interests in connection with the grant to WHO Des Moines of tv ch. 13, in which the Atlass group acquired an option to purchase a minority interest after dropping a competitive ch. 13 application [B•T, Sept. 7].

Mr. Searle, vice president-general manager and minority stockholder in KOA-AM-TV Denver, is president and 40% owner of Town and Country Co. His brother and sister equally share another 40% interest while the other 20% of KMMJ is owned by Herb Hollister. The same group also owns KXXX Colby, Kan.

KIOA operates on 940 kc with 5 kw day and 1 kw night and is MBS-affiliated. Participating in the signing were James McKenna Jr. of McKenna & Wilkinson, Washington law firm representing the Searle group; Ralph L. Walker, Pierson & Ball, Washington, counsel for the Atlass group, and Ray V. Hamilton, Blackburn-Hamilton Co., station broker, who negotiated the transaction.

Quaal Predicts Healthy Future for Radio Stations

A HEALTHY future for radio stations—this is, where management reflects "sound administration, quality programming and dedication to the public interest"—is predicted by Ward L. Quaal, vice president and general manager of Crosley Broadcasting Corp. Mr. Quaal spoke at the Sept. 28-30 Extension Communications Policy Workshop held by Ohio State U. at Wooster, Ohio, Experiment Station.

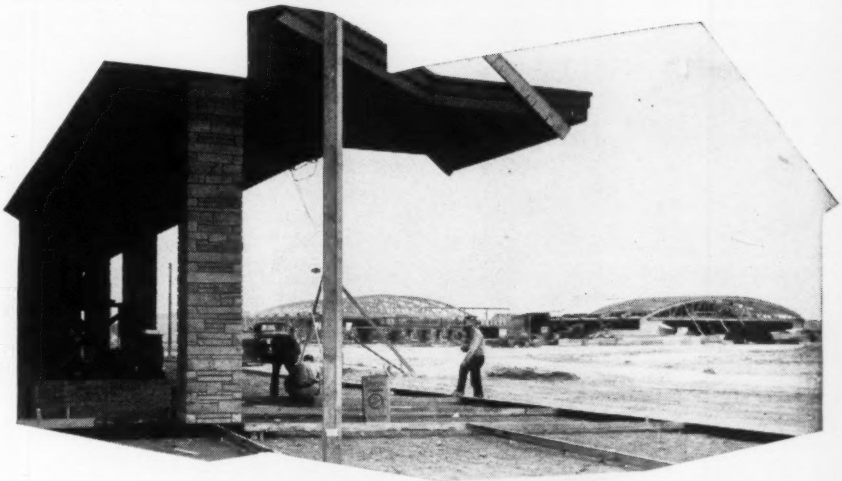
Radio operations of the sound management type and "glamor girl" tv can prosper side by side, he noted. Emphasizing an approaching highly competitive era for the two broadcast media, Mr. Quaal cautioned that not all authorized U. S. am stations will survive. But, he said, not all operating or proposed tv outlets are on a sound fiscal basis, thus an adjustment can be expected among the current rush of new tv operations.

Mr. Quaal called upon agriculture communications experts to more fully avail themselves of radio and tv opportunities. He also commended the Foundation for American Agriculture for endorsing Mr. Quaal's plan for establishing a clearing house for agricultural information presented by various national, state and local farm programs.

WCBS-TV Ups Lonsberry

MARION LONSBERRY has been promoted to manager of CBS-owned WCBS-TV New York's operations department and Haworth White to new post as manager of the WCBS-TV business department, both reporting to program director Hal Hough. Miss Lonsberry, with CBS since 1948, has been assistant to the manager of the WCBS-TV operations and sales service department since April 1951. Mr. White joined CBS in 1951, and most recently has served as a schedule assistant in WCBS-TV's operations and sales service.

Obviously
OUTSTANDING...



PEORIAREA
A Prosperous, Growing Market

A vast new shopping center is under construction north of Peoria. This center will have 24 major stores of all types and a parking area for 2200 cars — for a potential of a half a million shoppers daily. Sheridan Village is just one of the many evidences of "Growing Peoriarea" — 98th in population. . . 34th in per capita buying income.

FOOD SALES
$115,492,000

GENERAL MERCHANDISE SALES
$52,863,000

FURNITURE, HOUSEHOLD, RADIO SALES
$24,542,000

AUTOMOTIVE SALES
$87,265,000

DRUG SALES
$11,296,000

See Free & Peters

WMBD is your one best medium to reach this outstanding market. An average 50% share of the audience guarantees the maximum number of listeners for every advertising dollar invested.

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AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

This is Mr. John D. Daly

This is what he says

"The Auburn Cement Products Company
(of which Mr. Daly is president)
has sponsored Fulton Lewis, Jr. for more than a year on WMBO, Auburn, N. Y. We intend to continue indefinitely. Results justify our faith: Thousands of gallons of Armor Coat porous masonry waterproofing sold all over Central New York; comments on the broadcast frequent and favorable."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC (or Tribune Tower,

WABT (TV) Goes to 316 Kw

WABT (TV) Birmingham, Ala., boosted its power to maximum 316 kw last week, Henry P. Johnston, managing director, reported. *The Birmingham News* vhf ch. 13 station officially changed its call letters at the same time (it formerly was WAFM-TV). The power boost from 102 kw brought letters, telegrams and telephone calls from seven states, including such cities as Pine Bluff, Ark., 360 miles from Birmingham. One camera fan in Meridian, Miss., 165 miles away, snapped a picture of the WABT picture on his receiver. Alabama Gov. Gordon Persons reported excellent reception in the Governor's Mansion at Montgomery, 84 miles away, Mr. Johnston said.

WARC Change to WBBF

WARC Rochester, N. Y., on Sept. 28 changed its call letters to WBBF and on that date also joined MBS, Thomas L. Brown, general manager, said last week. He added that the new call letters emphasize that the station is under new management and major policy changes are forecast, including local-angle programming. Mr. Brown also is vice president-general manager of WGVA Geneva, N. Y.

Hutchison Named at WCOG

GILBERT M. HUTCHISON has been appointed general manager of WCOG Greensboro, N. C., and assumed duties there last Thursday, Harold H. Thoms, secretary of the licensee, Inter - City Advertising Co., has announced. He succeeds Virgil Evans, who joins WBT Charlotte. Mr. Hutchison resigned as president and general manager of WBIG Greensboro a year ago. He had been at WBIG from 1938, and has more than 20 years in broadcasting.

Mr. Hutchison

STATION SHORTS

WGN-AM-TV Chicago has added news service of Chicago City News Bureau, thus supplementing coverage now being supplied radio-tv outlets by AP, UP, INS and radio wire services.

WGMS-AM-FM Washington has moved studios and offices to Hotel Harrington.

WALK-AM-FM Patchogue, L. I., N. Y., announces opening of studios at 9 West Main St.

REPRESENTATIVE SHORTS

KCRI (TV) Cedar Rapids, Iowa, slated to start operations in mid-October, appoints H-R Representatives Inc. Assigned ch. 9, station is owned by Cedar Rapids Tv Co., with **Frank Rubel** as general manager and **Robert Z. Morrison** as sales manager.

WTAO-TV Cambridge, Mass., appoints Everett McKinney Inc. as exclusive national representative.

WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND
THE OTHER
BIG MARKET
IN
NEBRASKA!

AM—TV—FM

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

MUTUAL ELECTS GAINES, HULT, JOHNSON, SCHMID TO NETWORK BOARD MEMBERSHIPS

MBS President Thomas F. O'Neil announces elevation of the four key network executives to memberships on the board after that body meets in New York.

ELECTION of four MBS key executives to the network's board of directors was announced by President Thomas F. O'Neil last Thursday following a meeting of the board in New York.

The four: James M. Gaines, vice president of the parent General Teleradio Inc. in charge of the WOR and WOR-TV New York divisions; Adolf N. Hult, vice president in charge of sales; Earl M. Johnson, vice president in charge of station relations and engineering, and Robert A. Schmid, vice president in charge of advertising, public relations and research.

Mutual board members on hand for the meeting were Mr. O'Neil; Elbert M. Antrim, Chicago; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Frank Schreiber, WGN; J. Glen Taylor, General Teleradio Inc.; Linus Travers, Yankee Network, and James E. Wallen, MBS.

Former NBC Executive

Mr. Gaines joined General Teleradio last March 16 after 12 years with NBC, where he was vice president for owned and operated stations. He is president of the Radio & Television Executives Society.

Mr. Hult joined Mutual in 1934 and has served as sales manager of the central division, vice president in charge of midwest operations and, since October 1949, vice president in charge of network sales.

Mr. Johnson, with MBS since 1945, was engineering director from 1946 to 1949, when he was named vice president in charge of station relations and engineering. He is a member of the board of General Teleradio.

Mr. Schmid joined Mutual in 1936, became vice president in charge of promotion in 1942 and vice president in charge of station relations in 1947. He was named vice president in charge of advertising and research in 1949 and added the direction of public relations the following year. He also is a member of the General Teleradio board.

Mr. Hult

Mr. Gaines

Mr. Johnson

Mr. Schmid

'Carmen' Colorcast

AN HOUR-LONG colorcast of "Carmen" on Oct. 31 will open the NBC Television Opera Theatre's 1953-54 season, it was announced last week. It will be NBC-TV's first full-hour presentation in color and will originate from the network's color-equipped Colonial Theatre in New York. With RCA-NBC's compatible system of color broadcasting, present sets will receive in black-and white. Details of other broadcasts in the opera series, to number eight programs and to be presented Saturdays at 5 p.m. EST at the rate of one a month, will be announced later. Other opera broadcasts may be done in color, it was said.

CBS Radio Renewals

RENEWALS of six CBS Radio programs by their respective sponsors were announced by the network last week: Chesebrough Mfg. Co. for *Dr. Christian* (Wed., 8:30-9 p.m. EST), through McCann-Erickson: Cannon Mills for *Give and Take* (Sat., 11:30-noon EST), through Young & Rubicam; General Foods, for *Wendy Warren and the News* (Mon.-Fri., 12-12:15 p.m. EST), through Benton & Bowles; Miles Labs for *Hilltop House* (Mon.-Fri., 3-3:15 p.m. EST) and also *Curt Massey Time* (Mon.-Fri., 5:45-6 p.m. EST), through Geoffrey Wade Adv., and Philip Morris & Co. for *My Little Margie* (Sun., 8:30-9 p.m. EST), through Biow Co.

25 Million in U. S. View World Series

Baseball classic carried on 109 NBC-TV stations and several independents. Unofficial reports number radio stations as high as 800.

APPROXIMATELY 25 million persons throughout the U. S. viewed each game of the 1953 World Series on television, an NBC-TV spokesman estimated Friday in a preliminary appraisal of television coverage.

Tv coverage of the baseball classic was carried on 109 NBC-TV affiliated stations and several independent stations. In addition to the NBC-TV stations, the series was telecast on WPIX (TV), WABD (TV), and WOR-TV New York; WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles, among others.

Unofficial reports on the number of stations carrying the radio broadcasts of the Series placed the figure as high as 800. The entire Mutual network of 564 stations was ordered for the games and arrangements were made to feed coverage to about 40 independent stations in the U. S. and 110 in Canada. In addition Mutual's broadcast was made available to the Armed Forces Radio Service for broadcast to servicemen throughout the world. Translations were aired in the Latin Americas and Japan.

The Gillette Co. sponsored the series on both radio and television. Gillette bought the television rights to the Series and the Baseball All-Star games in late December of 1950 at a total cost of $6 million through 1956. The radio rights were purchased in 1949 for a period through 1956 at a cost of $1,370,000 [B•T, Jan. 1, 1951]. Maxon Inc. is agency for Gillette.

Gillette is paying NBC-TV approximately $300,000 and the radio bill from Mutual is estimated to be between $150,000 and $175,000, regardless of how many games are played. Sponsor's bill for time and rights is estimated at over $1,500,000.

CBS CITES NIGHTTIME RADIO POWER

CBS Radio Spot Sales studies 14 of the nation's top markets. Stressed: Even in largest tv markets, nighttime radio still is an effective way to reach and sell large groups of people, many not accessible in the daytime.

THE IMPORTANCE of nighttime radio is sharply demonstrated in a study of 14 of the nation's top markets, prepared by CBS Radio Spot Sales, Sherril Taylor, sales promotion manager of CBS Radio Spot Sales, announced last week.

The study's findings, Mr. Taylor said, have been incorporated into a detailed presentation which stresses that even in the largest tv markets, nighttime radio continues to be an effective way of reaching and selling large groups of people, including many listeners who are not accessible during the daytime.

In all 14 markets represented by CBS Radio Spot Sales, the study says, it is possible to reach 28.7% more people at night during the average quarter-hour than during the daytime. Contending that nighttime radio continues to be most effective in reaching working men and women and students who normally cannot be reached during the day, the presentation stresses that this group makes up 44% of the nation's total population.

Nighttime radio, the study shows, reaches 180% more men listeners than daytime radio during the average quarter-hour on the 14 CBS Radio stations represented by CBS Radio Spot Sales.

The effectiveness of nighttime radio in the three top television markets—New York, Chicago and Los Angeles—is demonstrated, the presentation says, by findings of the study which show that it is possible to reach 23.1% more listeners at night than during the daytime with CBS Radio stations in these three markets combined. Also, the presentation asserts nighttime radio listening in tv homes in these same three markets has increased substantially during the past three years—72.5% in New York, 19.5% in Chicago and 72.5% in Los Angeles.

During tv's greatest periods of growth, from 1946-52, the study observes, radio sets outsold tv sets by a better than four to one ratio. According to the study, almost one-third of all radio sets were sold in the top 15 markets, which are said to be areas of "greatest television penetration."

"knowing the ropes . . ."

Spectacular stunts are a poor substitute for steady, consistent performance. Quality television stations want the long pull of hard work and mature experience in advertising.

They want *exclusive* attention to their needs... and all the services each individual station deserves... that only a representative devoted *exclusively* to television can provide.

How well this describes Harrington, Righter and Parsons, Inc., can best be told by the stations listed here.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television — no newspapers, no radio

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

WCKY *SELLS*

DATE: August 29, 1953

DESTINATION: Ohio State Fair, Columbus

VIA: New York Central Railroad,
Sponsor of WCKY Breakfast Time

PROMOTED BY: WCKY

RESULTS: 14 Car Train Sold Out . . .
Unable to Handle Overflow

One of 14-car train carrying WCKY listeners to Ohio State air.

The New York Central Says:

> *"Please accept our sincere thanks for the wonderful cooperation given us on the WCKY Southern Ohio Day Trip to the Ohio State Fair. Everyone in your organization was most efficient and your excellent promotion made the trip a huge success. We could have handled at least 400 more passengers, had we been able to get the additional equipment."*

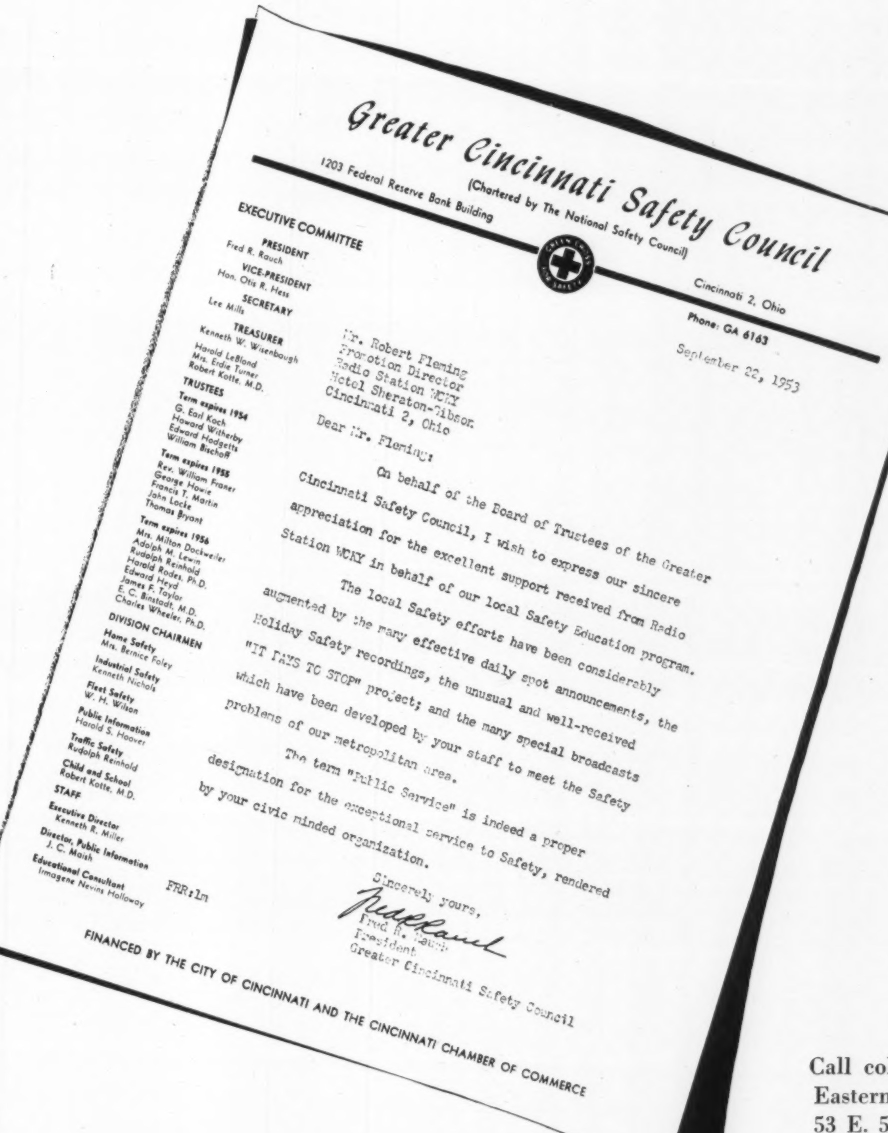
J. Raymond Barker,
DIVISION PASSENGER AGENT,
NEW YORK CENTRAL LINES

Celebrate OHIO'S 150th BIRTHDAY
HEADQUARTERS WCKY Cincinnati
1530 ON THE DIAL

Cincinnati's Mayor Rich presents roses to wife of Ohio's Gov. Lausche at WCKY State Fair booth.

DOING THE BEST JOB FOR THE ADVERTISER
with
FIFTY GRAND IN SELLING WATTS

WCKY SELLS SAFETY, TOO!



Greater Cincinnati Safety Council
(Chartered by The National Safety Council)
1203 Federal Reserve Bank Building
Cincinnati 2, Ohio
Phone: GA 6163

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VICE-PRESIDENT
Hon. Otis R. Hess
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Harold LeBlond
Mrs. Erdie Turner
Robert Kotte, M.D.
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Howard Witherby
Edward Hodgetts
William Bischoff
Term expires 1955
Rev. William Franer
George Howie
Francis T. Martin
John Locke
Thomas Bryant
Term expires 1956
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Fleet Safety
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Traffic Safety
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Child and School
Robert Kotte, M.D.
STAFF
Executive Director
Kenneth R. Miller
Director, Public Information
J. C. Maish
Educational Consultant
Irmagene Nevins Holloway

September 22, 1953

Mr. Robert Fleming
Promotion Director
Radio Station WCKY
Hotel Sheraton-Gibson
Cincinnati 2, Ohio

Dear Mr. Fleming:

On behalf of the Board of Trustees of the Greater Cincinnati Safety Council, I wish to express our sincere appreciation for the excellent support received from Radio Station WCKY in behalf of our local Safety Education program.

The local Safety efforts have been considerably augmented by the many effective daily spot announcements, the Holiday Safety recordings, the unusual and well-received "IT PAYS TO STOP" project; and the many special broadcasts which have been developed by your staff to meet the Safety problems of our metropolitan area.

The term "Public Service" is indeed a proper designation for the exceptional service to Safety, rendered by your civic minded organization.

Sincerely yours,

Fred R. Rauch
President
Greater Cincinnati Safety Council

FRR:lm

FINANCED BY THE CITY OF CINCINNATI AND THE CINCINNATI CHAMBER OF COMMERCE

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

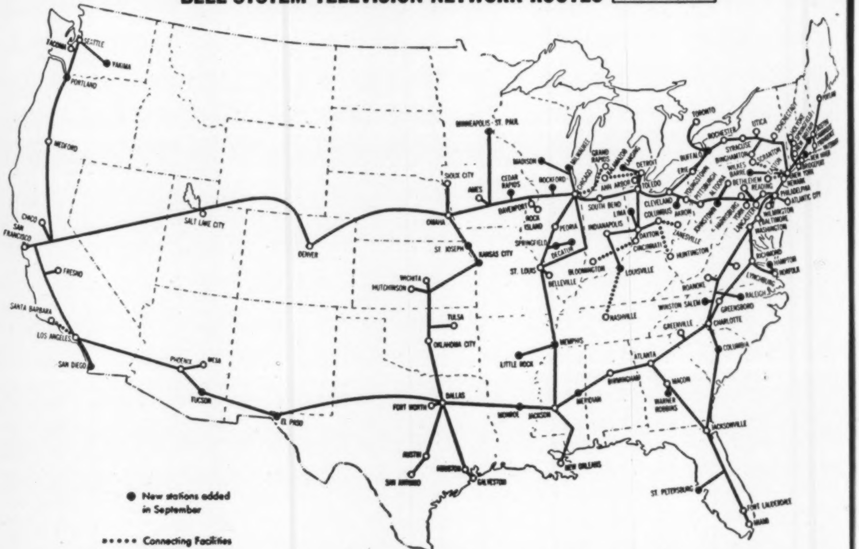
PROVIDING THE BEST IN PUBLIC SERVICE

THE *L. B. Wilson* STATION CINCINNATI

AT&T EXPECTS 225 TV HOOKUPS BY 1954

With 41 tv outlets in 35 cities connected to the Bell System during September for a total of 199 stations in 127 cities currently receiving network program service, AT&T predicts 225 stations will be hooked up by year's end, plus another 100 during 1954.

BELL SYSTEM TELEVISION NETWORK ROUTES SEPTEMBER, 1953


SEATTLE
TACOMA
YAKIMA
PORTLAND
MEDFORD
CHICO
SAN FRANCISCO
FRESNO
SANTA BARBARA
LOS ANGELES
SAN DIEGO
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MESA
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SALT LAKE CITY
DENVER
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SIOUX CITY
AMES
CEDAR RAPIDS
OMAHA
ST. JOSEPH
KANSAS CITY
WICHITA
HUTCHINSON
TULSA
OKLAHOMA CITY
DALLAS
FORT WORTH
AUSTIN
SAN ANTONIO
HOUSTON
GALVESTON
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MILWAUKEE
ROCKFORD
DAVENPORT
ROCK ISLAND
PEORIA
SPRINGFIELD
DECATUR
ST. LOUIS
BELLEVILLE
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LITTLE ROCK
MEMPHIS
MONROE
JACKSON
NEW ORLEANS
MERIDIAN
BIRMINGHAM
ATLANTA
MACON
WARNER ROBBINS
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DETROIT
ANN ARBOR
TOLEDO
SOUTH BEND
INDIANAPOLIS
LIMA
DAYTON
CINCINNATI
COLUMBUS
ZANESVILLE
HUNTINGTON
LOUISVILLE
NASHVILLE
CLEVELAND
AKRON
YOUNGSTOWN
PITTSBURGH
JOHNSTOWN
ALTOONA
HARRISBURG
ERIE
BUFFALO
TORONTO
ROCHESTER
SYRACUSE
UTICA
SCHENECTADY
BINGHAMTON
WILKES BARRE
SCRANTON
BETHLEHEM
EASTON
READING
YORK
LANCASTER
NEW YORK
NEWARK
PHILADELPHIA
ATLANTIC CITY
WILMINGTON
BALTIMORE
WASHINGTON
RICHMOND
HAMPTON
NORFOLK
LYNCHBURG
ROANOKE
RALEIGH
WINSTON SALEM
GREENSBORO
CHARLOTTE
GREENVILLE
COLUMBIA
HOLYOKE
SPRINGFIELD
NEW HAVEN
BRIDGEPORT
PROVIDENCE
BOSTON
PORTLAND
● New stations added in September
••••• Connecting Facilities

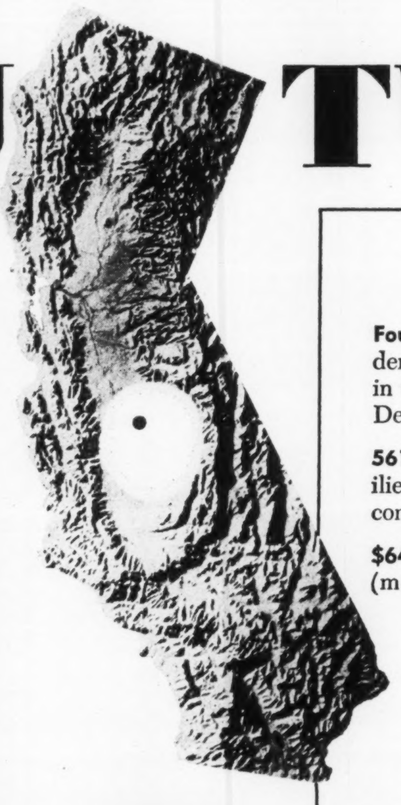
THE BELL SYSTEM added 41 tv stations (represented by black points) to its television network routes in September. The map above shows the complete AT&T hookup as that month.

MORE than 225 U. S. tv stations will be receiving simultaneous network program service by the end of the year, according to current expectations, B•T learned from a Bell System spokesman last week. It is also a reasonable prediction that during 1954 another 100 stations will ask to be hooked into the nationwide video network facilities, he said.

These forecasts followed an announcement that during September AT&T's Long Lines Department connected 41 tv stations in 35 cities into its tv facilities network, the largest number ever added in a single month, bringing the total to 199 stations in 127 cities. From the beginning of commercial network service 5½ years ago, when AT&T provided a few hundred miles of facilities to connect 12 stations in five cities from Boston to Washington, the service has grown until today it involves some 38,500 channel miles of facilities.

A. F. Jacobson, director of operations for Long Lines, commented that "the rapid expansion of network facilities illustrates the efforts put forth by the Bell System to meet the requirements of its customers. This job has required the engineering and provision of thousands of miles of telephone facilities extending to almost every section of the country, as well as the manufacture and installation of tons of central office equipment."

The network still is growing and the number of inquiries received indicates it will continue to grow, Mr. Jacobson noted. "In addition, we are carrying out another big job in the tv field—that of providing facilities to transmit programs in color. Tests conducted in co-



Now **KMJ TV** **FRESNO**

Covers this rich inland California market Coast stations can't reach!

California's prosperous San Joaquin Valley lies inland — out of reach of San Francisco and Los Angeles TV stations. Now KMJ-TV — Fresno's first television station — gives you the key to this important market (bigger in retail sales than the Hawaiian Islands!). Check KMJ-TV availabilities now!

Quick Facts on KMJ-TV's A and B Service Area

Four rich counties — Fresno, Madera, Kings and Tulare. (Bigger in total area than Maryland and Delaware combined.)

561,300 people — 167,000 families. Net effective buying income: $828 million.*

$641 million total retail sales — (more than Nevada or New Hampshire) including $158 million food sales, $114 million automotive sales.*

$494 million gross cash farm income* — from area's 21,000 farms.**

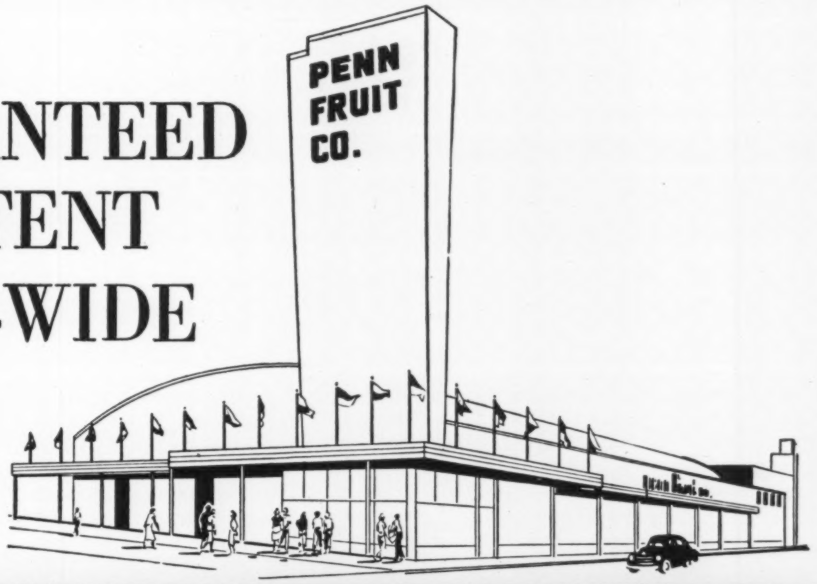
KMJ-TV CHANNEL 24

McClatchy Broadcasting Company
Paul H. Raymer, National Representative

*Sales Management's 1953 Survey of Buying Power
**1950 Census of Agriculture

The only

GUARANTEED CONSISTENT CHAIN-WIDE


PENN FRUIT CO.

PRE-SALE PLUS POINT-OF-SALE

FOOD MERCHANDISING PLAN

IN AMERICA'S 3rd MARKET

WPEN

PENN FRUIT

Never before has a food merchandising plan based on "out-front" radio promotion offered GUARANTEED, CONSISTENT, CHAIN-WIDE merchandising to food manufacturers, brokers and distributors in the Philadelphia area.

This is a plan unmatched for thoroughness and follow-through!

- *27 of America's biggest and busiest markets.*
- *More than 350,000 customers buy in Penn Fruit Markets every week.*
- *Penn Fruit does almost 10% of the total retail grocery sales in the Philadelphia area.*
- *Average annual volume in Penn Fruit Markets is $3,000,000 per store—compared to national supermarket average of $1,000,000.*
- *Penn Fruit, nationally recognized as Philadelphia's outstanding merchandiser, is consistently expanding with new units, more volume.*

WPEN management, talent and staff have more day-to-day, store-by-store, shelf-by-shelf knowledge in moving products from shelf to shopping basket than any other station.

For information call, wire or write
SALES DEPARTMENT
2212 Walnut Street, Philadelphia 3, Pa.
Represented nationally by Gill-Perna, Inc.
New York Chicago San Francisco Los Angeles

WPEN

950 ON THE DIAL · 5,000 WATTS

Philadelphia's Leading Independent Station

KCEN-TV
JOHNS
HILL
MERIDIAN
HILLSBORO
CORSICANA
NAVARRO
BOSQUE
HAMILTON
MEXIA
CONNALLY AFB
HAMILTON
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FRANKLIN
ROBERTSON
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BURNET
CAMERON
HEARNE
BELL
BURNET
MILAM
BRAZOS
WILLIAMSON
ROCKDALE
BRYAN
GEORGETOWN
TAYLOR
BURLESON
TRAVIS
AUSTIN
LEE
BASTROP
KCEN-TV
6

DEEP IN THE HEART OF TEXAS

. . . 100,000 WATTS OF SELLING POWER!

VHF CHANNEL 6

Transmitter and Tower located between *Temple* and *Waco*

On the Air November 1st.

Maximum powered from the start!
100,000 Watts! 833-foot tower!
NBC Interconnected Affiliate!
The ONLY low band VHF station covering all Central Texas *from* the center.

45,752 TV sets are already in use in the KCEN-TV coverage area.
By November 1st, and estimated 60,000 TV SETS WILL TUNE IN KCEN-TV

K-CENtralize your advertising dollars —
If you want to sell the market that *buys* . . .

buy — **KCEN-TV**

TEMPLE, TEXAS CHANNEL 6

Transmitter located midway *between* Temple and Waco

Owned and operated by the Bell Publishing Company
George P. Hollingbery Company—*National Representatives*

operation with the television industry during past months have indicated the Bell System's ability to meet the requirements for color transmission as they develop. But again, it will take lots of work and more plant."

The stations and cities interconnected during September were:

WAKR-TV Akron; WBES-TV Buffalo; WTAO-TV Cambridge (Boston), Mass.; WMT-TV Cedar Rapids, Iowa; WNOK-TV Columbia, S. C.; WTVP (TV) Decatur, Ill.; KROD-TV KTSM-TV El Paso; WVEC-TV Hampton (Norfolk), Va.; WARD-TV Johnstown, Pa.; KCMO-TV Kansas City, Mo.; WILS-TV Lansing; WLOK-TV Lima, Ohio; KRVT (TV) Little Rock.

WKLO-TV Louisville; WKOW-TV WMTV (TV) Madison, Wis.; WHBQ-TV Memphis; WTOK-TV Meridian, Miss.; WOKY-TV WCAN-TV Milwaukee; WTCN-TV Minneapolis; KNOE-TV Monroe, La.; KOIN-TV Portland, Ore.; WNAO-TV Raleigh, N. C.; WREX-TV WTVO (TV) Rockford, Ill.; KFSD-TV San Diego.

KFEQ-TV St. Joseph, Mo.; KCCC-TV Sacramento; WMIN-TV St. Paul; WSUN-TV St. Petersburg, Fla.; WICS (TV) Springfield, Ill.; KVOA-TV KOPO-TV Tucson; WMAZ-TV Warner Robins, (Macon) Ga.; WATR-TV Waterbury, Conn.; WILK-TV Wilkes-Barre, Pa.; WTOB-TV WSJS-TV Winston-Salem, N. C.; KIMA-TV Yakima, Wash.

ABC-TV Pacific Network Begins Operation Friday

ABC-TV's Pacific Coast Regional Network will go into operation Friday, Donn B. Tatum, director of television for ABC western division, announced last week.

Under the regional group's first commercial sale, Regal Amber Brewing Co., San Francisco, will launch *Your Claim to Fame*, a panel quiz show, on an 11-station lineup on the same date. The sale was made through Guild, Bascom & Bonfigli, San Francisco, agency for Regal.

Mr. Tatum voiced belief that formation of the ABC-TV Pacific Coast Regional Network would be welcomed by advertisers wanting concentrated coverage in that region.

Lineup for *Your Claim to Fame* to be originated from ABC's KECA-TV Hollywood studio's, includes KOIN-TV Portland, KOAT-TV Albuquerque, KFMB-TV San Diego, KEYT (TV) Santa Barbara, KERO-TV Bakersfield, KJEO-TV Fresno, KSBW-TV Salinas-Monterey, KGO-TV San Francisco, KCCC-TV Sacramento, KHSL-TV Chico, Calif., and KGMB-TV Honolulu, T.H.

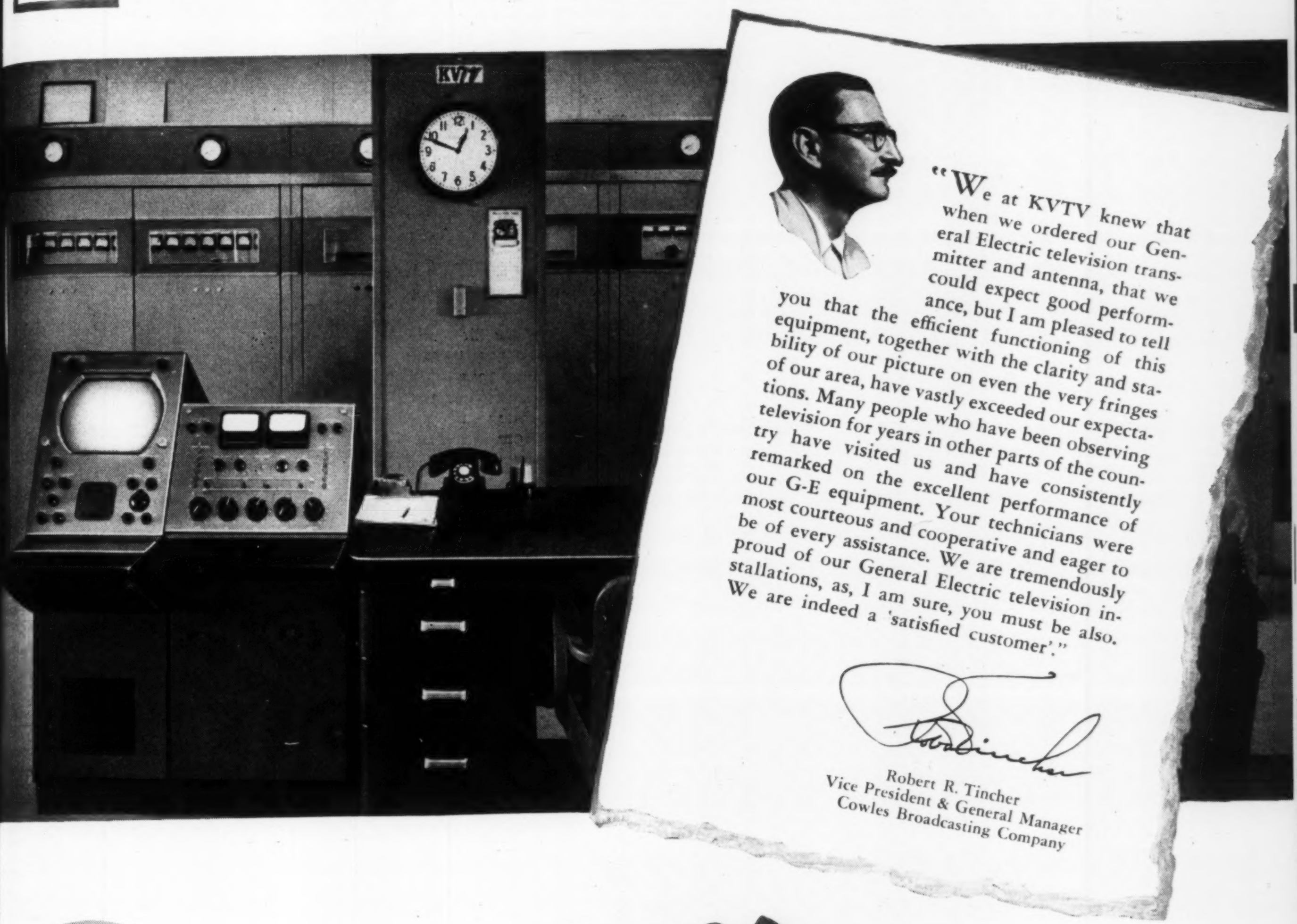
NBC Distributes 'Magnificent Challenge'

HANDSOME 63-page book of pictures and text, entitled "The Magnificent Challenge" and detailing notable NBC accomplishments in programming over the years, last week was being distributed to the nation's leaders in many fields.

In a foreword, Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, points out that "a comprehensive service of broadcasting that fully serves the American 'public interest, convenience and necessity' demands that a radio and television network work closely with commercial sponsors and their agencies in the development of programs. Here at NBC this has resulted in the creation of programs that have helped keep the American people informed of current events and contributed to their cultural enlightenment."

Noting that "The Magnificent Challenge"

KVTV, SIOUX CITY, IOWA REPORTS ON G-E 5 KW HIGH CHANNEL TRANSMITTER:



"We at KVTV knew that when we ordered our General Electric television transmitter and antenna, that we could expect good performance, but I am pleased to tell you that the efficient functioning of this equipment, together with the clarity and stability of our picture on even the very fringes of our area, have vastly exceeded our expectations. Many people who have been observing television for years in other parts of the country have visited us and have consistently remarked on the excellent performance of our G-E equipment. Your technicians were most courteous and cooperative and eager to be of every assistance. We are tremendously proud of our General Electric television installations, as, I am sure, you must be also. We are indeed a 'satisfied customer'."

Robt Tincher

Robert R. Tincher
Vice President & General Manager
Cowles Broadcasting Company

Reliability ... keeps you on the air

Power ... puts a strong signal in all your market area receivers

When you go on the air with a G-E television transmitter... top-notch General Electric engineering know-how has provided extreme signal clarity and maximum area impact! G-E offers broadcasters a complete line of proved-in-operation equipment ... a single source of responsibility for supplying all your broadcast needs. Recognize the quality of G-E equipment performance ... take advantage of G-E responsibility today!

DESIGN FEATURES OF A G-E 5 KW HIGH CHANNEL TRANSMITTER:

- ✓ **Completely Air-Cooled.**
- ✓ **Add High Power Amplifiers**...designed for simplified power expansion when you want it.
- ✓ **Increased Accessibility.**
- ✓ **Low Power Consumption.**
- ✓ **Extended Tube Life**... conservative operation below maximum rated output.
- ✓ **Lowest Possible Installation Expense**... coded cable harness included.
- ✓ **Supervisory Lights.**

General Electric Co., Section 2103-5, Electronics Park, Syracuse, N. Y.

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

XUM

illustrates the character of many sustaining programs created and developed by NBC to supplement sponsored programs and "to suit the varying tastes of almost all segments of our society." Gen. Sarnoff continues:

"The financial support of sponsors makes it possible to provide free to the American public a nationwide service of both sponsored and sustaining programs. And with the service provided by the sustaining programs described in these pages, the superstructure of sponsored programs rests on a firm foundation."

"The Magnificent Challenge" was prepared under the direction of Jacob A. Evans, NBC-TV director of advertising and promotion.

NBC Radio Solicits Listeners' Opinions

A PLAN designed to stimulate listener interest and participation in NBC Radio programs was launched last week by Ted Cott, operating vice president of NBC Radio, who announced details of an NBC Radio Network listeners panel.

Starting last week, Mr. Cott reported, the first 10,000 of an eventual million letters nationwide went out to residents in the Eastern Seaboard area, asking them for their reactions to NBC's 28 new radio programs. An attached questionnaire also sought to secure information on the number of radios in the household. Their locations, number of automobile and portable radios, and the amount of time devoted to radio and tv.

The letter, signed by Mr. Cott, points out that the recipient's name has been "suggested as a member of the American radio panel." It notes that NBC has budgeted $5 million more for new radio programs and considers it "important that we get your reaction."

"We are attaching a list of some of the 28 new programs which NBC Radio is starting Oct. 4," the letter continues. "Would you please listen to as many of these as you can and write us your reaction? We are anxious to hear from you, and have enclosed a self-addressed stamped envelope."

Mr. Cott said the plan is designed to create a close relationship between the audience and the network by making the listener "a partner in NBC Radio programming."

Infringement Suit Asks $500,000 of NBC, Others

AN infringement suit for $500,000 was filed last Wednesday in Los Angeles Superior Court against NBC and others by cosmetics manufacturer Ern Westmore and Hallmark Productions Inc., charging that NBC-TV's half-hour, five-a-week *Glamour Girl* is copied from the *Ern Westmore Show* which starts today (Monday) for five times a week on ABC-TV.

Other defendants named in the suit are producers Don Ross and Jack McCoy and the packager, Frank Cooper Assoc.

Both programs feature women contestants with reasons for wanting to be made glamorous, with each day's winner, determined by studio applause, appearing on the following day's program after a full beauty treatment.

The plaintiff contends his program first was submitted to NBC-TV in the fall of 1951 and later was telecast on WTVJ (TV) Miami in January 1953 and afterward on WAFM-TV (now WABT) Birmingham and WKRC-TV Cincinnati. He said the program then was submitted again to NBC-TV last spring. NBC-TV started *Glamour Girl* last July 6.

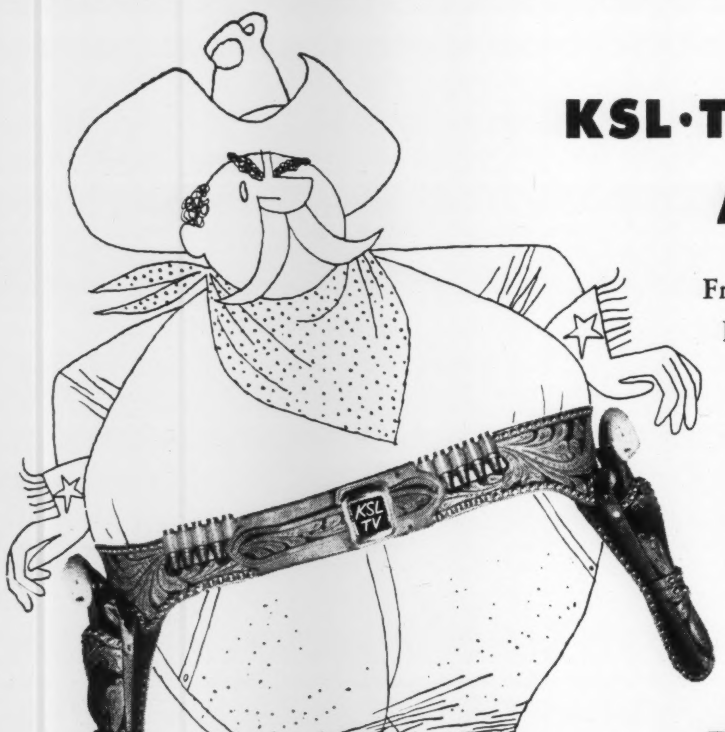
ADVISORY GROUPS SET ABC SESSIONS

Sales and program plans are the big items up for talks between ABC executives and members of the network's radio and tv advisory committees in meetings Thursday-Friday in New York.

ABC's radio and television stations advisory committees will meet with network officials in New York Thursday and Friday, respectively, Alfred R. Beckman, national director of the ABC station relations departments, announced last week.

The agendas, authorities said, will encompass the network's radio and tv sales and program plans and related matters and problems of mutual interest to network and affiliates. Both meetings will be held at ABC's executive headquarters.

Top officials of the network scheduled to be on hand for the two sessions include Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; ABC President Robert E. Kintner, who will preside at both meetings; Edward J. Noble, AB-PT finance committee chairman; Robert H. O'Brien, ABC executive vice president; Ernest Lee Jahncke Jr., vice president and assistant to the president; Robert M. Weitman, vice president in charge of talent and programming; Robert H. Hinckley, vice president in charge of the Washington office; Mr. Beckman, and William A. Wylie,



KSL·TV GETS AROUND A LOT OF AREA!

From the top of a 9,000-foot mountain peak, KSL-TV reaches deep into 39 counties... in four Western states.

To reach, and sell, the vast Intermountain West market you need KSL-TV, the area station.

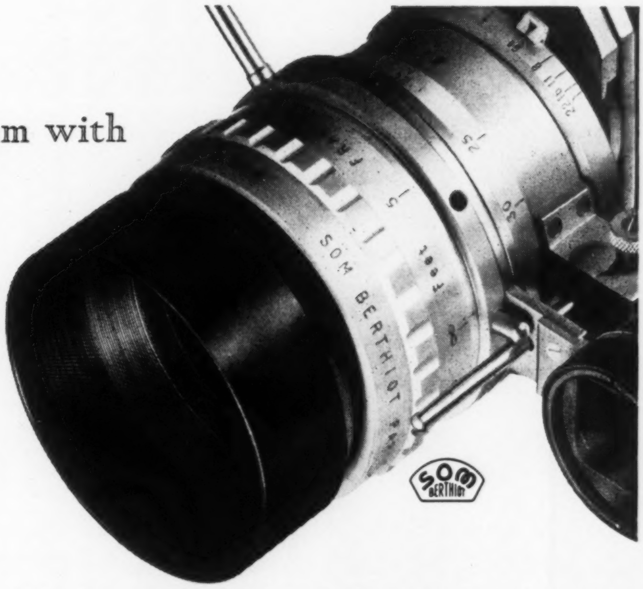
For more details and a new copy of the KSL-TV coverage map, contact CBS Television Spot Sales, or

KSL·TV SALT LAKE CITY
Serving Intermountain America

Zoom from 20mm to 60mm with

Pan Cinor®

Lens for TV Cameras



For broadcast TV . . . Industrial TV . . . open or closed circuits . . . more stations and industries are discovering the tremendous savings possible with this versatile lens!

Introduced a year ago, it has been a godsend to every budget-conscious purchaser.

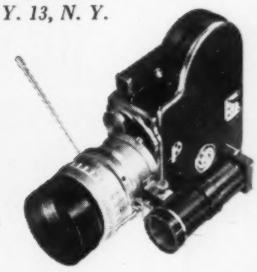
At last the small station TV cameraman can *follow* action . . . *hold* action . . . *create* action and a virtually unlimited variety of special effects from one camera position! Rock-steady pictures are assured because dolly-ins are done optically. Zooming-in for close-ups is a 'must' in TV commercials. With the Pan Cinor, just a touch of the turret lever . . . and you're in!

The industrial user training his camera on factory operations or demonstrations can re-direct his attention from close-up to telephoto from a flat-footed stance. RCA reports most focusing can be remotely controlled automatically, and Dage assures us they can operate the turret lever by push-button if desired.

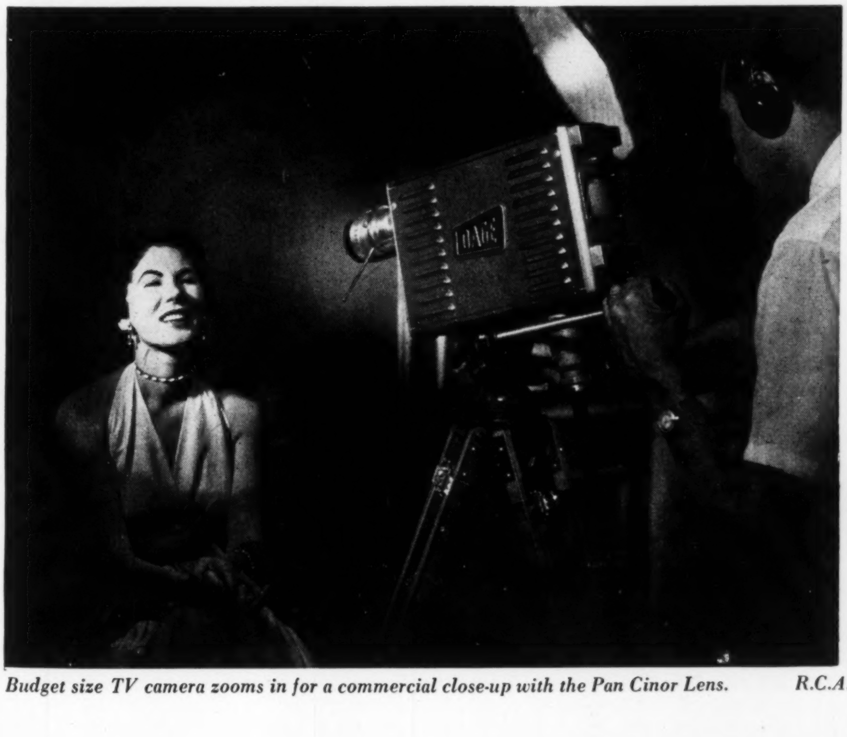
In addition . . . the Pan Cinor has a standard "C" mount . . . it fits not only the Dage and RCA TV cameras, but can be used on a majority of the 16mm movie cameras used in studios and industry today.

Maximum aperture F:2.8. Focusing range: 5 feet to infinity. Diaphragm stops to F:2 2. Weight, including viewfinder, 2.1 lbs. All lens elements are coated. Complete with coupled viewfinder for use with 16mm movie cameras. Som Berthiot Pan Cinor lens $\$447^{50}$

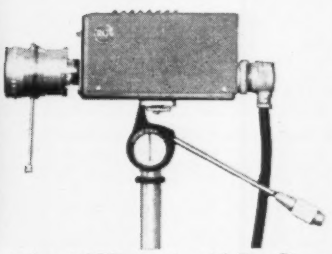
See your Bolex Franchised Dealer or write for illustrated pamphlet to: Sole U. S. Distributors, Paillard Products, Inc. 100 Sixth Ave., N. Y. 13, N. Y.



Pan Cinor Zoom-type lens with coupled viewfinder has standard "C" mount. Fits most 16mm movie cameras without modifications:



Budget size TV camera zooms in for a commercial close-up with the Pan Cinor Lens.



R.C.A. industrial TV camera with Pan Cinor.

manager of the station relations departments.

This group will be joined, for the radio meeting on Thursday, by Charles T. Ayres, vice president in charge of the radio network, and regional station executives of the radio network, and, for the tv meeting on Friday, by Alexander Stronach Jr., vice president in charge of the tv network; Charles M. Underhill, vice president in charge of tv programming; Charles Abry, national tv sales manager, and Oliver Treyz, director of research and sales development.

Members of the Radio Stations Advisory Committee expected to attend are Roger W. Clipp, WFIL Philadelphia, chairman of the committee; Verl Bratton, WKTY La Crosse, Wis.; Frank Carmen, KUTA Salt Lake City; James Connolly, KGO San Francisco, vice president in charge of ABC's San Francisco office; Harold V. Hough, WBAP Fort Worth; T. B. Lanford, KRMD Shreveport; A. D. Willard Jr., WGAC Augusta, Ga., and J. P. Williams, WING Dayton.

Television Stations Advisory Committee members slated to be on hand are Kenneth Berkeley, WMAL-TV Washington; Otto P. Brandt, KING-TV Seattle; Mr. Clipp of WFIL-TV; E. K. Hartenbower, KCMO-TV Kansas City, and Franklin Snyder, WXEL (TV) Cleveland.

NBC 'Systems Cue' Change Points Up 'NBC Radio'

NBC put into effect last Friday what it said was "the first major change" in its radio network's "system cue" since 1927, designed to give NBC Radio an identification separate from that of NBC-TV.

Hereafter, the basic announcement preceding the NBC chimes will be: "This is the NBC Radio Network," with emphasis on "radio." There are two variations for network originations. One says: "NBC—nation's best coverage; this is the NBC Radio Network." The other goes: "NBC covers America—This is the NBC Radio Network."

Following an origination from an affiliated station, the cue will be: "This program was brought to you by station———affiliated with the National Broadcasting Co. This is the NBC Radio Network."

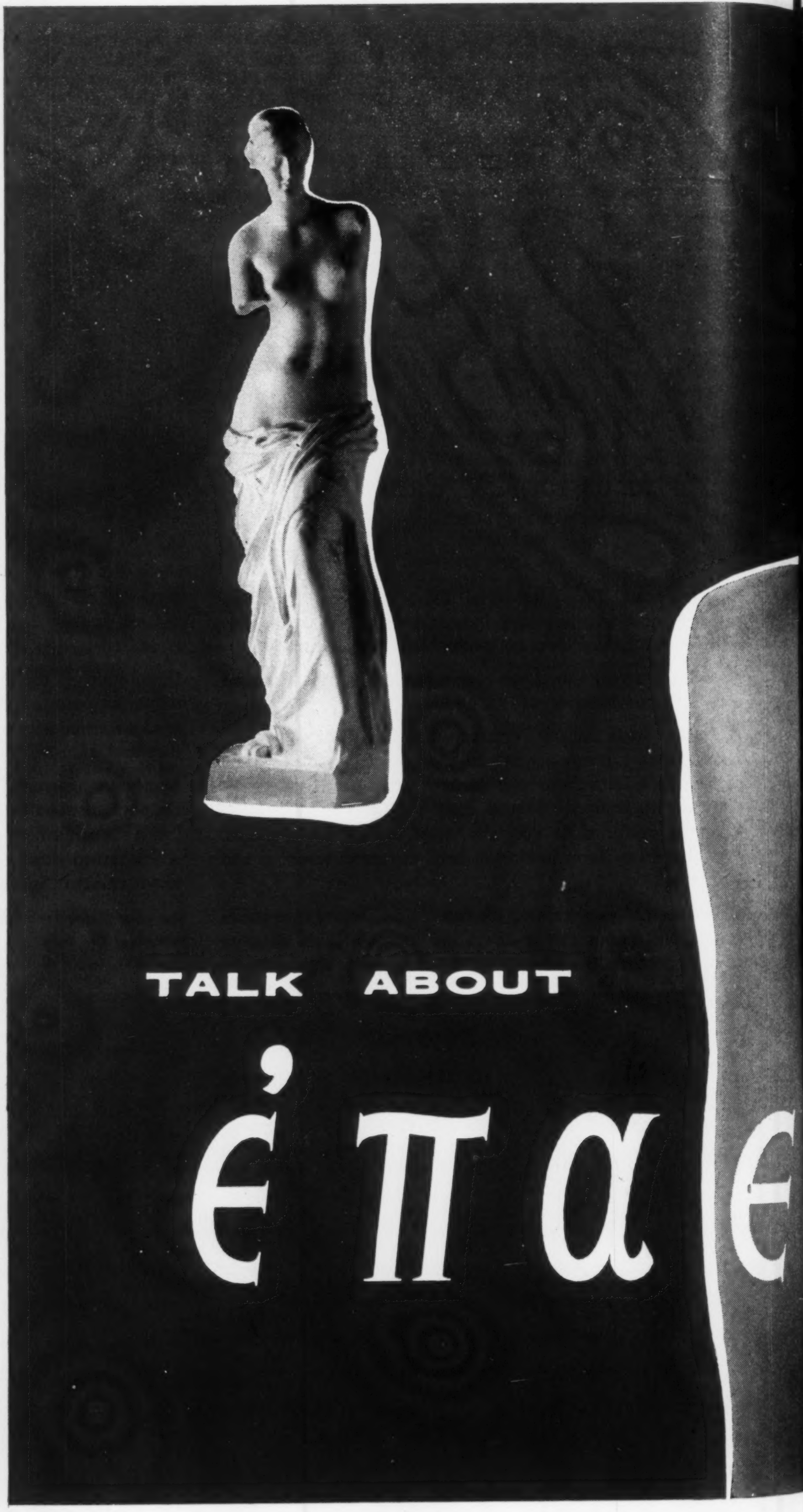
Officials said the new announcements are the third set to be used since the start of NBC in 1926. The original cue, as near as can be determined, was: "This is the National Broadcasting Co." It was used until January 1946. Then the abbreviation "NBC" was added and the cue became: "This is NBC, the National Broadcasting Co."

DuMont's Sheen Coverage

WITH a lineup which DuMont Tv Network said totaled 121 stations last week and was still growing—"the largest network ever assembled for a regularly scheduled tv program"—Bishop Fulton J. Sheen's *Life Is Worth Living* series resumes on DuMont on Oct. 13 (Tues., 8-8:30), under Admiral Corp. sponsorship. Erwin, Wasey & Co., New York, is agency.

NBC-TV to Air AMA Show

AMERICAN MEDICAL Assn. will present its *March of Medicine* once again this year, this Thursday on NBC-TV in the 10-10:30 p.m. period normally occupied by the *Martin Kane Show* for United States Tobacco Co.



ἐπαείδω? That's Greek for charm—and Venus is the gal who's loaded with ἐπαείδω—the kind that wowed the folks way back when. But that was before television! Today, folks prefer to be charmed by "live" talent—top performers like WLW-D's Neal VanElls, Betty Ann Horstman and The Arvie Recore Duo. Consistent top ratings for 3½ years prove it. No wonder WLW-D has so much to do with guiding buying habits in Dayton's rich, industrial market. So when you buy TV time in Dayton, be sure to get top talent *plussed* by the exclusive client services of WLW-D!

WLW-D dayton's favorite

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

Three Stations Sign As CBS-TV Affiliates

SIGNING of three additional affiliates of CBS-TV was announced last week by Herbert V. Akerberg, vice president.

WPRO-TV Providence (ch. 12), owned by Cherry & Webb Television Broadcasting Co., with Arnold F. Schoen Jr. the general manager, joins as a basic interconnected affiliate Oct. 1. KATV (TV) Pine Bluff, Ark. (ch. 7), owned by Central South Sales Co. with James C. Leake as general manager, becomes a primary non-interconnected affiliate Nov. 15. KHOL-TV Kearney, Neb. (ch. 13), owned by Bi-States Co. with Harold J. Hamilton the general manager, will be added as a primary non-interconnected affiliate, also Nov. 15.

EMERSON EXHIBITS $700 COLOR TV SET

A compatible color tv set designed for mass production at $700, with 14-inch picture, is shown by Emerson Radio & Phonograph Co. in New York.

EMERSON Radio & Phonograph Corp., New York, last week exhibited what it described as the first commercial compatible color television receiver styled for home use and designed for mass production.

The set was displayed last Monday at a meeting in New York of the New York Society of Security Analysts, at which Benjamin Abrams, Emerson president, was the featured speaker. Mr. Abrams said the console ensemble set with a 16-inch picture tube will retail for approximately $700 and will be delivered to distributors and stores "within weeks" after FCC approves compatible color television. The 16-inch tube gives a 14-inch picture.

In a talk centering around the impact of color on tv, Mr. Abrams predicted FCC will approve the compatible color system by the end of the year. He pointed out, however, that manufacturers would be able to place only a limited number of color tv receivers on the market by early 1954, and these would be at "necessarily high prices," ranging from $700 to $1,000 for a picture size equivalent to that of a 14-inch black-and-white receiver.

He expressed the belief that although the prices of color sets will become lower gradually, they will not supplant black-and-white receivers "for many years to come." He stressed that, in his estimation, color sets will not have universal acceptance until larger picture sizes are available and until the price is within the reach of the masses.

Mr. Abrams declared maximum size color pictures will be possible with the development of projection television, which he said will result also in lower production costs. He noted that Emerson was, at one time, the largest producer of projection receivers, but discontinued the line because of the superiority of the picture quality of the direct-view tube for black-and-white.

Turning to Emerson's radio line, Mr. Abrams said that company expansion in this field has resulted in a substantial increase in its radio sales. He mentioned plans by the company eventually to market a radio receiver no larger than a pack of cigarettes.

Mr. Abrams said profit for Emerson's fiscal year ending Oct. 31 will be "substantially ahead of last year." He pointed out that the current conservative dividend policy of the company takes into account the large capital expenditures involving the purchases, building and equipping of approximately 25,000 square feet of additional facilities, as well as its expansion into the air-conditioning field.

GE Extends 12-Kw Uhf Tv Trans. Amplifier Offer

GENERAL Electric Co. announced last week its 12-kw uhf tv transmitter amplifier, which it says is the most powerful in the industry, is being made available to stations now operating with lower-power transmitters of other makes.

The amplifier is being made available because of the unit's success and because of GE's extensive production program for the equipment, according to Frank P. Barnes, GE broadcast sales manager.

He said 10 stations now are on the air with 12-kw transmitters, driven by 100-w GE exciter units, and that the GE amplifier can be driven by any low-power transmitter now in use.

Stations now using the GE unit are WHUM-TV Reading, Pa.; WWLP-TV Springfield, Mass.; WHYN-TV Holyoke, Mass.; WKAB-TV Mobile, Ala.; WGBI-TV Scranton, Pa.; WEEK-TV Peoria, Ill.; WENS-TV Pittsburgh; WVEC-TV Hampton, Va.; WEEU-TV Reading, Pa., and WILK-TV Wilkes-Barre, Pa.

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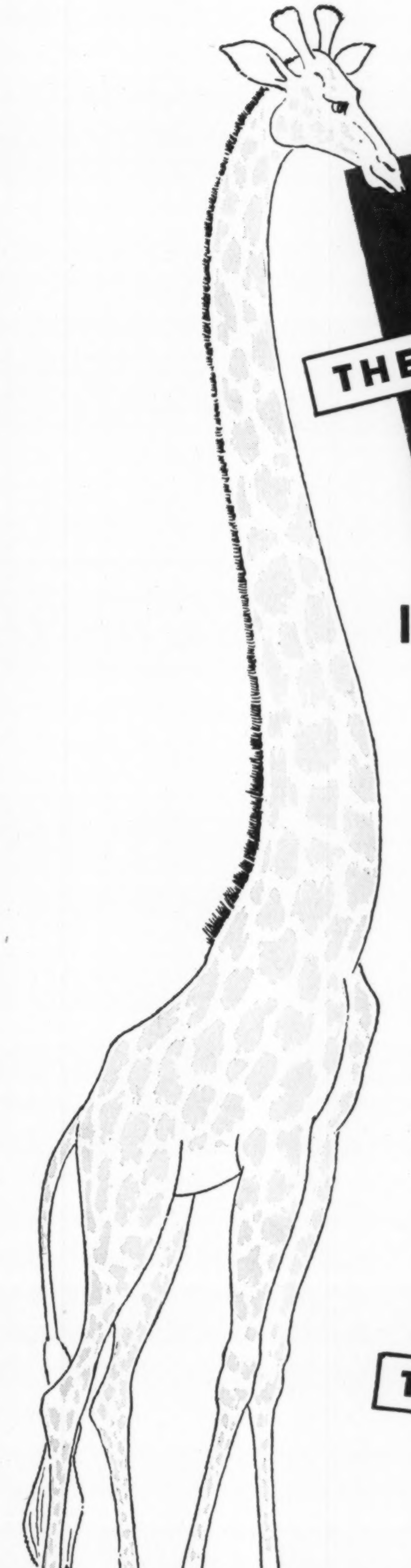


THE HIGH

IN SAN FRANCISCO TELEVISION

HIGH KRON-TV, since February 14, 1953 has operated at *HIGHEST* legal power on its favorable Channel 4.

HIGH KRON-TV telecasts from the *HIGHEST* antenna in the San Francisco-Oakland area.

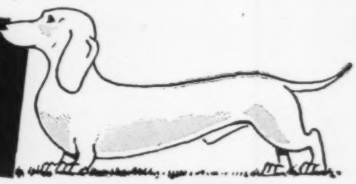
HIGH KRON-TV reaches the *HIGHEST* share of the Bay Area and Northern California viewing audience—June Telepulse shows KRON-TV leads in 18 of the 21 morning, afternoon and evening segments of the week.

HIGH KRON-TV programs—NBC Network, Local and Syndicated are *HIGHEST* in total June Telepulse ratings. Nine of the "Top Fifteen" are KRON-TV features—50% more than the other two stations combined.

LOW KRON-TV, Channel 4, operates on the *LOWEST* frequency in the Bay Area—insuring a stronger signal over a greater area.

LOW It all adds up to the fact that KRON-TV gives the advertiser the *LOWEST* average cost per results.

THE LOW



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Sing A Song Of Sixpence -A Pocket Full Of Profits- It's the tune the Sponsors love!

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NARCOM SYSTEM SHOWN IN CHICAGO

AN international relay system which would provide transmission facilities for a large number of telephone, teletype and other services, including television broadcasting, across the North Atlantic was forecast in a paper presented on the last day of the National Electronics Conference held Monday through Wednesday at Chicago's Hotel Sherman.

Termed the NARCOM project, the plan would send several types of signals simultaneously by use of a "wide band," via 15 relay stations to join the Americas and Europe.

The NARCOM project and its significance were discussed by W. S. Halstead, Unitel Inc. president and planner of the system, and V. J. Nexon, Microwave Services Inc. vice president, both of New York.

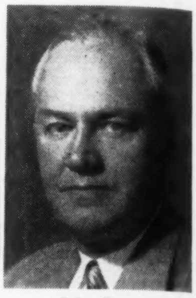
This is the system which was detailed last May at a three-day hearing in New York held by the Senate Foreign Relations subcommittee on International Information Services (Hickenlooper subcommittee) [B•T, May 18].

On Tuesday, Dr. Henry N. Kozanowski, RCA Victor research engineer, told delegates of his firm's progress toward development of tv studio equipment which would make possible airing of filmed programs with quality equal to "live" pickups.

This would be made possible, he said, by RCA's development of a new type tv film camera which uses a newly-developed vidicon type tube and has three times more sensitivity for film operation than present iconoscope film cameras, he said. Dr. Kozanowski said the camera is expected to go into production early next year.

RCA also unveiled two developmental electron power tubes which it said promises "greater efficiency and economy" in uhf-vhf and microwave-relay operations. These were a traveling-wave type amplifier, which RCA engineer W. W. Siekanowicz said he believed was the most compact ever developed, with a beam of electrons which interacts continuously with a guided electromagnetic wave to produce amplification at ultra-high frequencies, and a continuous-wave magnetron oscillator capable of efficient operation at high powers, described by RCA engineer D. E. Nelson.

Perry Succeeds Roemer As President of Federal



Mr. Perry

ELECTION of Raymond S. Perry as president of Federal Telephone & Radio Co., Clifton, N. J., a division of IT&T, was announced last week. He succeeds Henry C. Roemer, who returns to IT&T headquarters in New York as vice president in charge of the administration of the domestic division of IT&T.

Mr. Perry joined Federal in 1949 as general sales manager, and since 1951 also has been vice president and director in charge of all domestic and government sales activities. He previously served as an executive and member of the board of directors of Olin Industries, East Alton, Ill., and as a vice president in charge of engineering and sales for the Ingersoll Machine Co., Rockford, Ill.

Mr. Roemer, who joined IT&T in 1927 as an accountant, was elected a director in 1943, a vice president in 1944 and comptroller in 1946. He was elected president of Federal in 1951.

Westinghouse Raises Prices

WESTINGHOUSE Television-Radio Division last week announced a suggested price hike of $10 on 11 tv receivers of its current line, effective immediately, according to J. F. Walsh, division sales manager. They all are 21-inch models.

Gates Gear Shipments

GATES RADIO Co. has shipped a 5-kw replacement transmitter to KGCS Sidney, Mont., and 1-kw transmitters to new stations WJWS South Hill, Va., and KDBS Alexandria, La., L. J. Cervone, general sales manager, said last week.

TOURING the mechanized tv receiver test line at CBS-Columbia Long Island City assembly plant are (l to r): Dr. Frank Stanton, CBS Inc. president; David H. Cogan, CBS-Columbia president; William S. Paley, CBS Inc. board chairman; James Conkling, Columbia Records Inc. president, and I. L. Levy, director.

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* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

XUM

Electronics to Pace U. S. Economy—Hoffman

BELLWETHER of the nation's economy in the future will be the electronics industry, replacing the automotive industry, H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles, recently told the National Security Traders Assn. convention in Sun Valley, Idaho.

More than 11% of the 63 million employed persons in the U. S. now work in electronics, Mr. Hoffman stated, adding this percentage should increase as the industry plays an ever-expanding role in the nation's economy.

Hoffman Radio Corp. sales have increased from $4 million in 1948 to $60 million this year, the firm's president said.

Tv Security Guard

TELEVISION cameras will maintain an around-the-clock security watch at the new $10 million terminal building at Philadelphia International Airport, scheduled to be dedicated Dec. 17.

Tv cameras at secret points within and around the quarter-mile-long terminal will record any possibility of subversive activities and keep a check on the automatically operated boiler room.

A television camera will be placed in the main lobby for a study of the flow of pedestrian traffic, which would permit the Division of Aviation to place concessions in the most strategic locations.

THE BRANHAM COMPANY

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WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Alburquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KROD	El Paso, Texas (Pacific Coast only)
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Alburquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KROD-TV	El Paso, Texas
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

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Chamberlain Heads Broadcast Unit of Divided GE Dept.

GENERAL Electric Co. Electronics Division's newly-formed commercial equipment department [B•T, Sept. 28] has been organized into three functional product units, William J. Morlock, department general manager, said last week.

Announcing appointment of general managers for the three product operations, Mr. Morlock said each general manager will be responsible for marketing, engineering and manufacturing functions in his respective product line.

Mr. Chamberlain

The broadcast equipment unit which includes radio and tv transmitters, antennas and studio gear, will be headed by Paul L. Chamberlain, previously marketing manager for commercial products in the former commercial and government equipment department and a GE employe since 1942.

The germanium products unit, which will include germanium diodes, transistors, power rectifiers and quartz crystals, will be headed by H. Brainard Fancher, previously engineering manager for commercial products of the former commercial and government equipment department.

The third unit, communications equipment, which will handle two-way radio, microwave and carrier current equipments, will be managed by Harrison VanAken Jr., former manager of business planning controls for the radio and tv department.

RCA, GE Report Equipment Shipments

SHIPMENT of a 25 kw vhf ch. 3 transmitter has been made to WTAR-TV Norfolk, Va., RCA Victor announced last week. The Norfolk station, now on ch. 4 but due to change to a lower wavelength in line with FCC order, plans to boost power to maximum 100 kw upon installation of the new transmitter. RCA 10 kw transmitters also were shipped during the week to KGMB-TV Honolulu (ch. 9), KSL-TV Salt Lake City (ch. 5) and KFOR-TV Lincoln, Neb. (ch. 10).

RCA also reported shipping 1 kw uhf transmitters to WRAY-TV Princeton, Ind. (ch. 52); KCEB (TV) Tulsa, Okla. (ch. 23), and WAYS-TV Charlotte, N. C. (ch. 36).

GE reported shipments during the week of 5 kw transmitters to KOMU-TV Columbia, Mo. (ch. 8), WSIX-TV Nashville, Tenn. (ch. 8) and WKAQ-TV San Juan, P. R. (ch. 2). The KOMU-TV order also included a GE 12-bay antenna. Two Oklahoma City stations were sent 100 w transmitters; they were KTVQ (TV) (ch. 25) and KLPR-TV (ch. 19). Both also have ordered 12 kw amplifiers for future delivery. GE also has shipped a three-bay antenna to KDRO-TV Sedalia, Mo. (ch. 6); a four-bay antenna to WRGB (TV) Schenectady, N. Y. (ch. 6), and a six-bay antenna to Radio Rio, Rio de Janeiro, Brazil (ch. 13). A contract was signed for December delivery of a 12 kw uhf ch. 31 transmitter to WMIL-TV Milwaukee.

BROADCASTING

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features

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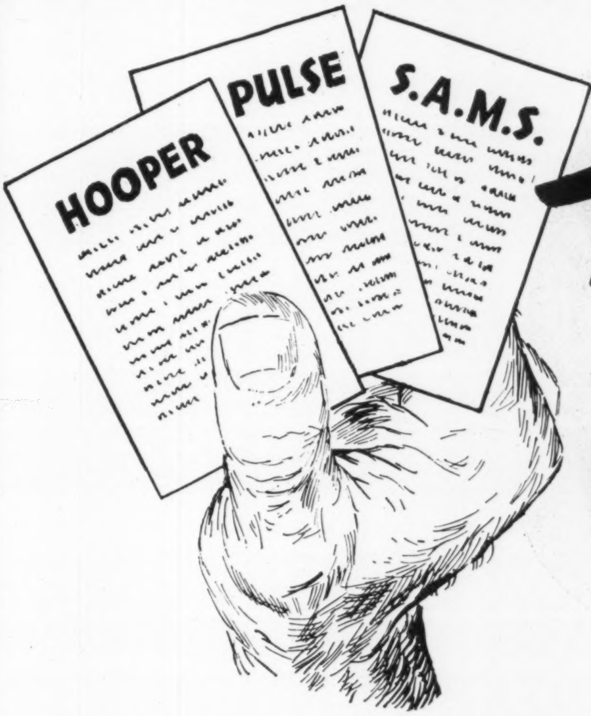

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First with Hooper . . . First with Pulse . . . First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market *with a single schedule.* Cost??? 10% LESS, per thousand listeners than in 1946! Radio wise time-buyers are placing orders now for choice fall and winter availabilities—Get YOURS in *Today!*

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

More than a million homes* now listen to KDKA in an average week.. an increase of 55,000 over last year.

*Nielsen Radio Index Feb.—Mar. 1953

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

In the 15 counties surrounding Pittsburgh, more than 92% of the homes* listened to ***KDKA*** during a 4-week period this year—an increase of 39,000 homes over last year.

*Nielsen Radio Index Feb.—Mar. 1953

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

Homes in the Pittsburgh area spend more than **five million hours*** weekly listening to KDKA.

*Nielsen Radio Index Feb.—Mar. 1953

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

In the complete Pittsburgh trading area—an area of almost 2¼ million radio homes—KDKA is listened to by more families* than any other station.

*Nielsen Radio Index Feb.—Mar. 1953

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

features

- Commercial broadcasting makes a hit in Japan. Page 82.
- E. L. Deckinger tells what 'Television' means to him. Page 84.
- Is television really radio's best friend? Some two-dozen broadcasters give their opinions. Page 86.
- A report on life with television in Videotown, U. S. A. Page 88.

MIRACLES OF MASS COMMUNICATIONS

W. P. Hobby, who publishes the Houston Post *and owns KPRC-AM-FM-TV there, did a stint as guest columnist in his own newspaper a while back. The comments which follow are excerpts from the column, and constitute his evaluation of mass communications media.*

IT TOOK mass communications a long time to get around to the speed of gossip, but I believe we have finally arrived. We may not be as colorful as gossip yet, or take up the loose ends of town talk, but I believe we are as fast—and probably far more dependable. . . .

Today Americans are overwhelmed with news. They know everything of any importance within minutes, or hours at the most, of the time it happens. Thanks to the columnists and commentators, they sometimes know things long before they happen. They even learn, through these same sources, about some things that never happen.

The miracle of television has provided the crowning achievement in news coverage. It still has a long way to go, but it has certainly altered the thinking of the men in the city newsrooms across the nation.

First there was the newspaper which depended on its correspondents to provide it with the news. Only the richer papers could afford good coverage and then they had to depend largely on the reporters' view point. Telegraphy brought the wire services that spread simultaneous news coverage from around the world. Technical improvements in printing presses, typesetting and engraving accounted for additional remarkable advances.

The wire services almost eliminated the exclusive national and international stories, and the competitive spirit of the press invented the "scoop" and the "extra." With the coming of radio news and telecasts those two journalistic tools became virtually extinct.

The miracle of television tempts me to say we have reached the ultimate in disseminating news. When I think of the national party conventions, the World Series, the college football, and the presidential inauguration all being brought to our living rooms and dens at the very instant they are going on, I admit that I find it difficult to think of future progress right at the moment. Add to that the coronation in far more detail than anyone there, including the queen, could have seen it and you really have something.

The radio described all of these things masterfully in word pictures. And the newspapers carried thousands of lines of comprehensive and analytical copy on the subjects. And however great the other two media are, there is no substitute for reading it in black and white. That is, getting it in your newspaper. The other media do not minimize, rather intensify, reader interest.

Newspapers did a pretty good job of progressing. Most of the political bias and the yellow journals had disappeared by the early '20s and editors started to believe they had reached the point of perfection in journalism. Then came Dr. Marconi's little invention, the radio. The first thing it did was to make the "scoop" and the "extra," two standard journalistic tools, as obsolete as writing quills.

The editors and publishers, for the most part, decided to nip this upstart in the bud when radio began newscasts. They found they were resisting progress, something no man or group of men has ever been able to do. The *Post* didn't choose to resist. We acquired KPRC in 1925 and went with the tide.

Actually radio never did hurt the newspaper business. Only the newspapers that resisted radio hurt themselves. This new medium created a new interest in news and that proved to be a boon to the press. Radio became a partner of mass communications. It did almost put the phonograph out of business for a while. It was probably the real fatal blow to vaudeville. And, had not talking pictures come along, it might have doomed the motion picture business. But it actually helped the newspaper business.

Since World War II television has become a new and amazing member of the team of mass communications. Thanks to the lesson of radio, however, no one has tried to throw a roadblock in front of tv. As it happened the *Post* was the first newspaper in Houston by years, as in the case of radio, to add this remarkable medium to its family of mass media. Television will make radio better and it will make newspapers better. Both will have to improve—and they are doing it—to stay up with this newborn competition for the public's attention. The motion picture industry is again forced to make drastic improvements—this time in third dimensional pictures—to exist, but it will keep step with the march of progress.

This all gets down to the fact that Americans are the most and the best informed people in the history of the world. If they make mistakes in electing officials, or line up with the wrong allies, or eat the wrong foods, or take the wrong medicines, or get killed in traffic, or by holdup men, they can hardly blame the mass media which hourly inform them of the ills and evils of the day.

COMMERCIAL

A RISING STAR IN

COMMERCIAL broadcasters in Japan are starting their third year of operations in a slumping business climate and braced for an inevitable loss of revenue at the inopportune moment when commercial television is about to be started.

But there is no pessimism in the ranks of the commercial broadcasters, for they believe that free enterprise radio has weathered growing pains since its birth Sept. 1, 1951, and they are certain it will withstand the new problems, too.

Going on the air posed what appeared to be almost insoluble problems of financing, equipment importation, and hiring qualified administrators, producers, and engineers. Japan has yet to recover from its shattering defeat in World War II.

Despite the problems besetting the commercial broadcaster, non-governmental radio survived. Almost half of the 19 commercials are now operating in the black, thriving in a nation which for 26 years knew only the monopolistic broadcasting of the government's Japan Broadcasting Corporation (NHK).

Tops in Asia

Of the nations of Asia, Japan alone can claim radio as an instrument of "mass" communications. Seventy-one per cent of Asia's receivers are located on Japan's four islands, as compared to, for example, India's 2% and Indonesia's 1%. There are more receivers in Japan than in all of South America.

Radio broadcasting was started in Japan five years after KDKA Pittsburgh's inaugural programs in the U. S. Rulers of the then autocratic monarchy established government control of the medium, to be broken only after the Allied Occupation-inspired constitution was framed, which served as an impetus for the introduction of private enterprise, competitive broadcasting.

Nevertheless, the firmly-entrenched government radio system had spread its facilities throughout the nation with 39 local stations and 36 relay stations. Favored frequencies were theirs, and 17,500 miles of broadcast relay lines spanned the island country. So it was natural that even with the advent of commercial broadcasting, NHK remained the "prestige" radio of Japan.

Patterned After BBC

NHK is dependent upon public subscription funds from set-owners for its ordinary operating expenditures. Patterned after the British Broadcasting Corp., NHK imposes a monthly fee of 18¢ on each set-owner. Latest available figures disclose that there are more than 10 million paying set-owners in Japan. That figure represents more than 60% of all households. NHK's annual budget of 18.5 million and staff of 8,200 (no misprint) provided the neophyte commercial broadcasters with a real test in the battle for listeners.

Tokyo's leading commercial station netted $27,500 from a monthly average gross of $250,000 for a six-month period, the latest figures available. This station is certainly an exception, though the stations situated in the larger metropolitan markets are generally eliminating the red ink from their ledgers. The two leading stations in Osaka (the second most populous area in Japan) found themselves in heated competition for the rich industrial region. One of the stations realized a net profit within six months after it went on the air; the other had to push its gross up to a monthly $110,000, 18 months after going on the air, before net earnings could be seen. But they were seen.

Japan's latest commercial station, Radio Nagasaki, started operations with an initial fund of only $35,000 and with small but adequate studios in the Chamber of Commerce building. Most of the stations, however, had original operating funds of around $150,000.

There is a strong relationship between newspapers and radio stations. Seventeen of the 19 commercials are directly affiliated with newspapers, most of them owned completely by newspapers. Radio Tokyo, currently the only commercial 50,000-watt station operating in Japan, is the result of joint financing by the "Big Three" of Japanese pressdom, the Yomiuri, Mainichi, and Asahi newspapers, ordinarily attacking each other with enough ferocity to make the Hatfield-McCoy feuds look like a parish picnic. Of the two stations not connected with newspapers, one is owned and operated by a Roman Catholic orgnization, the other by non-journalist businessmen.

The strong tie-ins between the press and the youthful commercial radio stations resulted in untrained personnel from the newspapers being called upon to staff the stations. Some experienced radio personnel were lured away from NHK, though these were comparatively few.

Potential Audience Large

Japan's potential radio audience is, as has been mentioned, large. It has been estimated that the actual number of people who have access to a radio receiver is 50 million plus, in a country with a total population of 85 million. The potential audience figure appears to be a realistic one when one considers the 10 million fee-paying radio households and an average of five persons in a household.

Radio Tokyo estimates its potential audience at 5,750,000 (a plausible figure, considering the population of the Tokyo-Yokohama area and the percentage of radio households in the area—78%). The smallest commercial station estimates its potential audience at 225,000.

Accurate listenership surveys are not easily obtainable in Japan. NHK is required to "conduct scientific listening polls at regular intervals and make the results thereof public." However, methods employed by the Japanese pollsters too often produce dif-

*By ROBERT GORALSKI

RADIO IN JAPAN

THE LAND OF THE RISING SUN

fering sets of figures, and their authenticity is to be questioned.

NHK's periodic "recall" method surveys are generally regarded as more accurate than the surveys of private organizations. The results of these surveys indicate that NHK still retains a great percentage of the radio audience, which is certainly not surprising in view of the array of talent available to NHK and its many years of tenure as the sole purveyor of broadcast material to the Japanese. (It is curious to note that Japanese advertisers don't appear too vitally interested in market research data. Campaign effectiveness is rarely measured, often leading to blown-up circulation figures by newspapers and magazines.)

Revenue: $6 Million

Radio advertising revenue for 1952 has been estimated as high as $6 million. Latest figures available for the first quarter of 1953 show a gross radio revenue of over $2 million. Recent figures disclose that the percentage of rate of increase for radio advertising surpassed the newspaper rise for the same period.

It is generally believed that the major advertisers are ear-marking 10-15% of their advertising budgets for radio. Part of this is undoubtedly due to the novelty of commercial radio. The past two years have given advertisers their first opportunity to employ the medium in their campaigns.

Pharmaceutical companies represent radio's largest timebuying bloc, 14.8% of the total sponsored time. Heavy industries follow with 12.6%, followed by insurance companies, 9.3%, cosmetic companies, 8.2%, foodstuffs and drinks, 7.8%, and department stores, 7.5%.

Thirty per cent of the advertisers purchase time directly from the radio station; the remaining 70% buy time through an advertising agency. However, because of the lack of studio space and trained personnel among agencies, the stations inversely produce 70% of the sponsored programs.

Japan's gargantuan advertising agency, Dentsu, handles most of the radio timebuying and production executed outside the station's facilities. A half-hour dramatic program produced by Dentsu costs between $500 and $700, employing some of the best talent in Japan. Top-flight writers can be hired for shows at $75 a program, a figure which is unusually high considering that the average Japanese wage-earner's salary amounts to but $8 a week and high wages are not even paid to presidents of large corporations.

A half-hour show contracted for on a 13-week basis costs the advertiser about $330 at Radio Tokyo, and that's for Class "A" time. Class "B" time is about $215, based on the same arrangement. Radio Tokyo's rates are tops in Japan.

Production and time for a top-flight program over Radio Tokyo then cost the advertiser roughly $1,000. If that program plays to, say, 15% of the station's potential audience, each dollar reaches 862 listeners. It must be remembered that the Japanese yen can't be equated with the American dollar easily, for the per capita income in Japan is but a fraction of what it is in the U. S.

$75 Buys Half-Hour

Radio Nagasaki's rates are the lowest in Japan. Seventy-five dollars buys a half-hour Class "A" period, while the Class "C" time is exactly half that amount.

The "golden hours" of Japanese radio, Class "A" time, are generally sold. Advertisers eager to cash in on the "family" hours usually find themselves on a waiting list.

Research shows that 35% of the time available on commercial outlets is sold. Five of the stations (Radio Tokyo, Shin Nippon Hoso [Osaka], Chubu Nippon Hoso [Nagoya], Radio Kyushu, Radio Shizuoka) have more than half their time sold. Radio Tokyo and Radio Shizuoka (which is "fed" most of its programs from Radio Tokyo) have 57% of their time sponsored.

One station's time-sold percentage is 49%; two are between 31% and 40%; nine are between 21% and 30%, while two have been able to sell only 18% and 11%.

A unique, though not too frequent, type of program in Japan is the "public service-commercial" show, a program paid for by an advertiser to espouse the cause of a charitable or civic organization. The advertiser receives full credit with a proportionate amount of the time devoted to his commercials. Many stations consider that this type of program fulfills their public service programming obligations (which are not clearly defined in the licensing regulations), and the fact that a profit is realized on the "public service-commercial" show makes it a popular one indeed with the broadcasters. Despite the fact that a considerable amount of time is devoted to cultural and educational programs, (see below) the commercial broadcasters do it mostly because of the generally high cultural standards demanded by the people, not because of the governmental requirements. "We leave the worrying about the amount of educational programs to NHK. . . that's their business, not ours," said one commercial broadcaster.

Quiz and variety shows, man-on-the-street programs, and soap operas blossomed at NHK during the Occupation, under SCAP guidance, and both NHK and the commercial stations know that these innovations are still popular with the listeners.

Among the most popular programs on the air today are *Twenty Gates,* which not too

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*** Mr. Goralski is with the Committee for Free Asia, and currently is on a four-month tour of duty producing radio programs on stations throughout the Orient. He has served in Japan and Korea as a naval radio combat correspondent and newsman-announcer for WDWS Champaign and WILL Urbana, Ill.**

WHAT IS TELEVISION?

B•T received a letter from E. L. Deckinger, vice president and research director of The Biow Co., New York. Mr. Deckinger enclosed what he called "a thing on television," and noted, "I don't know what to do with it. Maybe you can think of something!"

The editors of B•T thought it ought to be published. Here it is.

"WHAT is television?"

Is it just 200 or so stations in 150 or so markets and 24 million or so homes with receivers?

No.

This is a land of *people* as well as things. Nothing is important to us *just* because it *exists.* What is important is what a thing does to the *people,* and what the people do with and to *it.*

So, what's *television,* besides stations that send and sets that receive?

Television is millions of little boys riding with Hopalong Cassidy and bringing Dangerous Dan to his just reward.

It's the laughter and the tears, the questions and the answers, the songs and the speeches.

It's a queen being crowned—and it's Mrs. J. Houlahan, Oakridge housewife, explaining why she uses Pillsbury's Cake Mixes.

It's Milton Berle and Eddie Cantor. It's Martin and Lewis, and Bob Hope. It's Jerry Lester and Edgar Bergen.

What is tv? It's Mickey Mantle hitting a 500-foot homer, and Mel Allen screaming "well, how about *that*?"

It's Walter Winchell "beating the red hand around the blue," and Johnny calling for Philip Morris. It's the Snow Crop Teddy Bear, and it's the "Bulova Watch Time" clock telling us the time.

What is television? It's forty million persons, in twenty-four million homes watching Desi and Lucy clowning.

What is television? It's Martin Kane and the cigar store, and John Cameron Swayze chronicling the day's events.

What is tv? It is the miracle of the age—for $1 down and 50¢ a week.

It's the everyday people in the everyday mix-ups—and the inevitable triumph of justice. Will Vanessa Dale be paid the $1,000? Tune in tomorrow!

It's Captain Video lost in interstellar space—and, happily finding his way back again. It's a girl and a doll—a crocodile doll, at that. It's Art Linkletter asking a little boy, "Why aren't you in school today?", and his answering, "I couldn't go—I've got the measles."

So what is television? It's America. It's America *on* a screen, and America *at* a screen.

It's the nearest thing to reality itself—right in your own living room, where you can enjoy it, share it, live it—or turn it off if it displeases you.

Television brings the thrill of living, however the viewer wants to live it, and he doesn't have to get out of his chair to enjoy it—vicarious though the enjoyment be.

It brings him inspiration, it brings him enjoyment, or it brings him sadness.

It permits him to run a gamut of the things he wants to do, things he wants to know—and he can enjoy them all *while* they are happening.

It brings America just a little closer to Americans—and it does it at a cost that Americans can afford.

What is television? It's the great miracle that brings us closer to each other, closer to ourselves. It makes possible for us things we could never have hoped for without it.

That is television—an answer to our unexpressed prayers — the means for bringing a higher standard of living, and more enjoyment, to more people.

That is television—it is the greatest thing that has ever happened to us, and we're all glad, and grateful, that it happened.

E. L. Deckinger

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coincidentally resembles *Twenty Questions; Amateur Singing Contest,* and *Mama's Diary,* a high-level Sunday night soap opera.

They Like the Classics

Classical music is liked by the Japanese people, and the stations, particularly NHK, program a great deal of the masters' works, Beethoven, Bach, and Mozart being the most popular composers. "Naniwabushi" a Japanese type of folk song, is enjoying great popularity in Japan today. American-type popular songs are also high on the listeners' lists, and the commercial stations more than NHK program by far the greatest amount of such music.

Here's a comparison of the types of programs aired by both NHK and the commercial stations:

	Commercial Stations	NHK
Music	34.5%	25.8%
Entertainment	22.0	12.8
News and Commentaries	16.4	16.0
Educational	15.0	15.5
Social	7.2	13.0
Sports	1.7	7.2
Religious	1.2	0.0
Women	1.0	6.8
Agricultural	1.0	2.9
	100.0%	100.0%

More than 2,500 people are employed by Japan's 19 commercial stations, with Radio Tokyo alone having 500 persons on its payroll.

20% Executive

In line with the Japanese organizational pattern, almost 20% of the employes of commercial stations are on the executive level. Japan's propensity for establishing an over-weighted load in the upper echelons is common knowledge. The nation, too, with its benevolent, paternalistic employer-employe relationship, has far too many people working on each job, by American standards. Rather than lay a person off because of lack of work, two people will be assigned to a particular task. Thus, few people in Japan ever lose their jobs. The basic reason for this policy is the precarious economic position of Japan where 85 million people are existing on the four islands where 30 million lived in by no means spacious circumstances 100 years ago.

Most Japanese stations are equipped with

both high-quality imported American equipment (the cost of which is almost 100% more than in the States because of shipping costs and heavy import levies) and smaller, less-predictable indigenous products.

The JNAB

The Japanese National Assn. of Broadcasters was established in April, 1952, patterned after the U. S. National Assn. of Radio and Television Broadcasters. Its aims are (1) to promote the ethics of broadcasting and broadcasting techniques; (2) encourage a level of ethics for management; (3) conduct research in radio listenership; (4) enlighten the public on broadcasting, and (5) establish harmony among the members. It is generally agreed that the Japanese NAB is doing a successful job in attempting to achieve its aims.

All the commercial stations belong to the association, paying monthly dues which vary according to wattage. A monthly magazine is published by the Japanese NAB, and it is starting publication of a series of pamphlets dealing with public service operations and the technical phases of broadcasting.

At this writing, the government is preparing a frequency re-allocation bill. Hearings are being conducted to determine which frequencies shall be given to NHK and the commercial stations, which lead by the NAB, are demanding the better lower frequencies, presently occupied almost exclusively by NHK. Tokyo has already been granted four 50 kw stations, three of them to be commercial. The Tokyo central station of NHK's first network is now 50 kw, along with Radio Tokyo.

None Under 1,000 Kc

In no important city in Japan today does a commercial station enjoy a frequency under 1,000 kcs. Four of the commercial stations are below 1,000 kcs., but they are located in the comparatively smaller cities of Toyama, Kanazawa, Tokushima, and Fukui.

One television station is in operation in Japan today, and it is the NHK Tokyo station. Early this year, NHK completed a microwave relay circuit linking Tokyo with Nagoya and Osaka. Commercial television made its debut this fall when the Nippon Television network began operations [B•T Sept. 28]. Radio Tokyo is expected to venture into the tv field the first part of 1954. The biggest obstacles to a rapid growth of television in Japan are the high costs of production and television receivers.

Only 5,000 Tv Sets

A reliable source indicates that only 5,000 sets will be available to Japanese viewers this fall. The Ministry of Trade hopes to produce a set in several years which will sell for $140. It is an impossibility to buy an imported American set now for less than $500, which is above the average consumer's purchasing power.

Television is still a rare, precious novelty in Japan, though there is no doubt its appeal to the Japanese people will remain strong. The Japanese delight in visual matter, marking television a sure future firebrand success.

Japanese radiomen are already planning a campaign to prove that "radio is better than ever."

For the Finest Performance Money Can Buy

BROADCASTERS and RECORDING STUDIOS choose the

REK-O-KUT

Model B-16H **16-INCH 3-SPEED TURNTABLE**

The name Rek-O-Kut has always been identified with specialized skill and experience in professional disc recording and transcription equipment. It is no wonder, therefore, that Rek-O-Kut should produce a turntable of such flawless design and performance as is revealed by the B-16H.

HERE ARE THE DETAILS: The turntable of the Rek-O-Kut B-16H is made of cast aluminum, and exerts no pull on magnetic cartridges. It is precision lathe-machined with an extra-heavy rim for dynamically balanced flywheel action, and it is driven by a hysteresis synchronous motor for accurate timing at all speeds. Rim driven through idlers, speed variation is well within NARTB requirements.

A simple speed-control knob permits instantaneous selection of any record speed: 33⅓, 45, or 78 rpm. A permanently built-in 45-rpm record bushing is flush-mounted around the standard spindle. A slight twist extends it above the table surface, ready for use. The B-16H reaches operating speed within ½ revolution at 33⅓ and 45 rpm.

Record slippage is eliminated through the use of a new mat material. Rumble, wow, and flutter are practically non-existent. The operation of the Rek-O-Kut B-16H is so simple and consistently reliable, that it requires only routine maintenance.

In fact, the entire performance behavior of the B-16H leaves nothing to be desired. Economically, it is the finest investment you can make. It is without peer or equal among the leading quality turntables available today, although priced at only $250.00.

Dimensioned for ready replacement in present consoles.

Console Cabinet Model C-7B for B-16H
Turntable base nests in felt . . . no screws or bolts. Has two compartments with piano hinges and flush ring-latches. Includes built-in electrical outlets and levelling casters.
Dimensions: 33"h x 22"w x 20½"d.................$109.95

Write for complete specifications to Dept. EJ-3

THE REK-O-KUT CO.
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In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto 2B

B•T'S FRANK BEATTY TALKS TO SOME BROADCASTERS WHO THINK THAT

TELEVISION IS RADIO'S BEST FRIEND

A LITTLE group of broadcasters sat around a Seattle hotel room the other morning. They were sipping coffee, munching butterhorns (that's Pacific Coast for breakfast buns) and swapping nasty tidbits about television's strange behavior, especially after dark.

"Television's the finest thing that ever happened to radio," said a voice from the corner.

A half-dozen cups teetered on uncrossing knees as all eyes turned toward a speaker whose deeply receded hairline indicated passage of more than one decade as skipper or first mate of a radio property.

The speaker was H Quenton Cox—"Q" to his army of electronic and advertising cohorts—president of KGW Portland, Ore.

"Yes, sir," he went on. "Advent of television was one of the greatest things that ever happened to radio because radio has had to go to work."

A non-stop forum was in the making, only to be halted by a gavel from the next room. The group broke up and its members left to resume their roles as delegates attending the first of NARTB's district meetings.

The point raised by "Q" Cox was provocative.

Is television really radio's best friend? Is it a blessing in disguise? What has been its impact on radio stations?

Those questions interest all aural broadcasters. They raise a corollary question:

What should a broadcaster do when television comes to town?

To get the answers to these questions, a B•T reporter buttonholed at random some two-dozen broadcasters at NARTB meetings on the Pacific Coast and in their offices in two Mountain states.

The button-holing produced a wealth of hard-hitting comments—brief but rich in dollar lore. (*Lore*—"The body of knowledge possessed by a people or class, or pertaining to a particular subject.")

These observations came not only with brevity but with speed. It's obviously a subject about which broadcasters have done a lot of constructive, and perhaps destructive, thinking.

They are best presented in the excerpted words of those who uttered them, but some generalizations can be listed before the interviews get under way.

First, broadcasters have just started to discover their own strength now that television has yanked them off their cushioned chairs. And are they surprised! Pleasantly, too.

Second, they are rediscovering the solid impact of good programming, particularly in the local field.

Third, they are learning that radio can do a lot of things well that television can't do at all, or not any better.

Fourth, they are really starting to cash in on radio's unequalled coverage, available at the lowest cost-per-person rate offered by any advertising medium.

Fifth, they are looking around and learning that radio stations aren't going broke because of television. A substantial share are doing better than ever.

Running through the comments is a new appreciation of radio's ability to live as an inherent part of the community and to take advantage of this factor by emphasizing local programs. Broadcasters are showing potential advertisers that people are still people, despite tv, and that they still devote more time—especially before dark—to radio than to all other media combined.

So radio is maintaining is continuous 33-year upward trend in time sales. It is prospering. It is serving. It is looking forward to a stronger future, through adjusting to meet tv's impact on the community.

This is how radio is doing the job, as described by individual broadcasters picked at random in the Pacific Northwest, California, and two Mountain states (not to be confused with any survey or poll):

RAY BAKER, KOMO Seattle—"Broadcasting's answer to television: Sell bigger contracts. Fill the schedule with programs having solid impact."

W. W. BOONE, KYAK Yakima, Wash.—"Radio should welcome television as a good competitor. When KIMA-TV went on the air, KYAK and KIT put on welcome programs. Television hasn't hurt us since it came to Yakima but we may program against it later. Tv is a sales medium, not an advertising medium."

STANLEY G. BREYER, KJBS San Francisco—"When tv first broke into the market, local advertisers bought sets. They flirted with the idea of going into tv, providing real competition for radio. Time passed and many advertisers found after one experience that tv is not the answer to every dream. Many came back to radio exclusively. Others decided to use both. Some advertisers who hadn't been spending enough on radio came back with larger budgets. They are more than satisfied. Our share of audience is higher than ever, judging by the surveys, compensating for any loss in sets-in-use."

RICHARD M. BROWN, KPOJ Portland, Ore. (NARTB District 17 director)—"Portland radio felt television in its early months. By winter aural broadcasters were working harder and selling with more vigor. All this led to better management and broadcasters are doing well since adjusting themselves to the new competitive picture."

JOSEPH D. CARROLL, KMYC Marysville, Calif.—"We are offering better news and program service. You simply build a better mousetrap. Really good news service is our best attraction."

H QUENTON COX, KGW Portland, Ore.—"Radio has to do a better job with the type of programming it does better than television. Stations must be aggressive, learning how to sell service as well as peddle time. Advent of television was one of the greatest things that ever happened to radio because radio has had to go to work. I came up on the program end of radio. The older medium must be an integral part of the community through program service."

ROBERT W. DUMM, KXOA Sacramento, Calif.—"Radio shouldn't wait till television comes. It must get ready in advance. Broadcasters must change their program thinking—more personality shows and disc jockeys who are real air salesmen."

H. E. FERNHEAD, KYA San Francisco—"Our billings have more than doubled in the last three years despite heavy television competition. We give completely personalized service, plus personalized selling by these personalities. Our sports calendar is completely sold out. This has been the most successful year in history."

CARROLL R. HAUSER, KHUM Eureka, Calif.—"We urge everyone to buy television time. We don't believe it produces the immediate results that radio gives."

LEE JACOBS, KBKR Baker, Ore. (NARTB director for small stations)—"Radio can meet any type of competition—television or otherwise. The answer is local, local,

(Continued on page 90)

XUM

United States Motors Corp. Announces...

MICRO POWER

Communications Standby Power That Operates With the Main Source. To Maintain Continuous . . .

UN-INTERRUPTED POWER

Here's NEW . . . Low-Cost . . . Automatic Standby Insurance . . . It's MICRO-POWER, developed by United States Motors Corporation especially for the Communications Industry.

IT'S AUTOMATIC! . . because it operates in conjunction with the main source of power as a line voltage regulator and stabilizer. Dropping voltage is picked-up and maintained BEFORE LOSS OF POWER TO ESSENTIAL EQUIPMENT or complete power failure.

IT'S ECONOMICAL . . . because it replaces one or more units of costly, complicated equipment.

IT'S ESSENTIAL . . . to the communications industry. There are no time consuming load "transfers". No momentary "drags" or dropping voltage. NO POWER OUTAGES, EVEN FOR PRECIOUS SECONDS.

MICRO-POWER PROVIDES COMPLETELY AUTOMATIC, UN-INTERRUPTED SERVICE FOR THE COMMUNICATIONS INDUSTRY.

3KW and 5KW *Micro-Power* Units available for immediate installation.

Write U. S. Motors Corporation, Oshkosh, Wisconsin for complete details and specification.

SEE MICRO-POWER UNITS at the U. S. I. T. A. Convention at the Conrad Hilton Hotel, October 12, 13 and 14.

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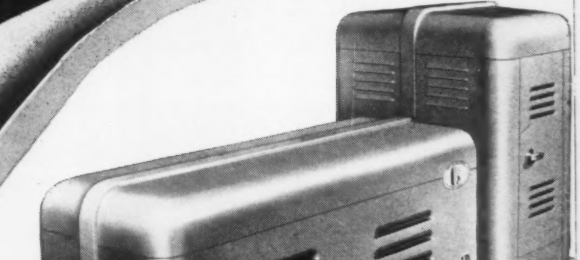


GROWING UP WITH TV IN VIDEO

Cunningham & Walsh has taken New Brunswick, N. J., and renamed it 'Videotown, U.S.A.' For the past six years tv in Videotown has been kept under constant surveillance—and the 1953 report tells some interesting things about the effect of television there, and, by extension, everywhere.

AS THE tv set has outgrown its newness and become accepted as a standard fixture in the American home, tv viewing has lost its novelty and become a standard leisure-time occupation of the American family. Moreover, disconcertingly refuting those early-day critics who warned the world to wait until the novelty of tv had worn off, the tv set in the average home is used more after it has been there two years or more than it was in the days when it was brand new.

Documenting the development of this new American habit over the past six years, the research department of Cunningham & Walsh, under the supervision of Gerald W. Tasker, vice president and research director of this New York advertising agency, has since 1948 charted the growth of tv in Videotown (last year identified as New Brunswick, N. J.). C & W studied the effect of tv on the lives of the residents of this city of 40,200 population, located 30 miles from New York and within the good service area of that city's seven tv stations.

Source of Prestige

The early set-owning families (less than 2% of the total in 1948, 8% in 1949 and 21% in 1950) found their video sets a source of great prestige and also at times an annoyance or even a burden as their living rooms became the entertainment focal points of their neighborhoods, particularly on those evenings when a championship prize fight or other major sporting event was to be telecast. Those were the days when tv was a commercial asset amounting almost to a necessity for every bar and grill.

As tv set ownership passed the 50% level in 1951, the opening of new stations in New York, the extension of hours of telecasting and the addition of many new programs and program techniques provided greater opportunities for the set-owner to select programs rather than just to watch whatever happened to be on at the time. So, instead of declining as the novelty of viewing at home wore off, the time devoted to watching television remained at a high level, which has been maintained—and even upped slightly—in the last two years, when tv has entered a third stage—that of an established habit.

Nine of Ten Turned On

Today, in Videotown, nine out of every ten tv sets are tuned in on the average weekday evening and for an average of four hours and 15 minutes, Cunningham & Walsh researchers report. Nearly three-quarters of the individual members of the tv families look at some tv on an average evening, watching, when they look at all, an average of three hours and a quarter. As shown in Table I, the length of time the tv set has been in the home has little effect on the amount of time it is used.

Videotown wives spend more time watching tv during the evening hours than any other member of the family, a total of nearly 14 hours for the five (Monday-Friday) evenings covered by the survey. Husbands rank second, with just over 13 hours of viewing, and the producers of tv programs should probably feel flattered to know that both husbands and wives are spending an hour more at their sets than in 1952. Young men over 18 spend the least time viewing, a sociological fact that may provide food for thought for both advertisers and tv broadcasters. Again (Table II), the age of the set seems to have little bearing on the extent of tv watching.

Daytime viewing has grown tremendously percentagewise—from 1% in 1951 to 8% this year in the morning, and in the afternoon from 7% in 1951 to 14% in 1953 (a slight drop from the 15% recorded in 1952) —but it still lags far behind viewing at night.

With so much of the family leisure time devoted to watching television, obviously other activities had to be readjusted. To study the effect of television on other spare-time interests, C & W in 1950 interviewed a number of non-tv set owners and from those who purchased sets before the next spring were able to establish a panel which showed what happens when a tv set comes into the home.

What effect does tv have on radio listening, for instance? Not very much in the daytime, apparently, for morning listeners in tv homes rose from 10% in 1951 to 15% in 1952 (while in non-tv homes it went from 11% to 21%) and afternoon listening rose from 6% in 1951 to 9% in 1952 among tv families (and from 13% to 14% among non-tv families). In 1953, average daytime radio listening in tv homes was slightly below the 1952 level—standing at 12% in the morning and 8% in the afternoon, but tv housewives' morning listening rose from 33% in 1952 to 42% this spring. See Table III. Non-tv families were not asked this question this year.

Full Impact in Evening

Evening is when the full impact of tv watching on radio listening was felt in Videotown. In 1950, 59% of the families without tv sets listened to the radio during the weekday evening hours; a year later, with tv ensconced in the home, radio listening during those evenings dropped to a low of 5%. The next year it rose to 8% and the third year (1953) to 9%. Meanwhile, among non-tv families, evening radio listening went on in 43% of the homes in 1951 and 38% in 1952.

The advent of tv also seriously affected movie attendance in Videotown, the percentage of people attending movies on a weekday evening dropping 77% when they acquired tv sets. The second year, they went to the movies even less frequently, the average dropping another 30% to about 16% of their pre-tv movie going. This year, however, these tv families have increased their movie attendance 17% over last year's low, or to nearly 20% of what it was before they had tv.

The number of adults reading magazines during the evening dropped 53% during the first year of tv ownership, but rose about

XUM

TOWN, U.S.A.

TABLE I

SET USAGE AND AVERAGE VIEWING BY AGE OF SET

	Pre 1951	1951	1952	1953 (5 mos.)	ALL SETS
Average Weekday Evening					
% Sets Tuned					
1951	87%	85%	—	—	86%
1952	87%	84%	82%	—	86%
1953	91%	90%	87%	93%	91%
Average Hours Used When Set Is On					
1951	4.23	4.00	—	—	4.10
1952	4.64	4.20	4.83	—	4.52
1953	4.25	4.56	4.05	4.00	4.25
Average Hours All Sets (Incl. Those Not in Use)					
1951	3.66	3.40	—	—	3.53
1952	4.04	3.53	3.96	—	3.89
1953	3.87	4.10	3.52	3.72	3.87
% People Viewing					
1951	67.4%	69.1%	—	—	67.9%
1952	70.2%	69.6%	76.0%	—	69.9%
1953	73.0%	76.9%	68.9%	76.3%	73.1%
Average Hours Viewing Per Person Watching					
1951	3.16	3.18	—	—	3.16
1952	3.41	3.33	2.77	—	3.27
1953	3.25	3.28	3.50	3.64	3.29
Average Hours Viewing All People (Incl. Those Not Watching)					
1951	2.13	2.20	—	—	2.15
1952	2.39	2.32	2.11	—	2.29
1953	2.37	2.52	2.41	2.78	2.40
Average Hours Viewing Per Week (All People, in Evening)					
1951	10.65	11.00	—	—	10.75
1952	11.95	11.60	10.55	—	11.45
1953	11.85	12.60	12.05	13.90	12.00

TABLE II

VIEWING HABITS BY SEX AND AGE

	1951 Owners Identical Families			TOTAL All TV Families *	
	in 1951	in 1952	in 1953	in 1952	in 1953
% Viewing at all During Evenings					
Husbands	67.1	69.2	70.2	67.3	72.2
Wives	71.0	74.4	77.7	73.2	78.0
Other male adults	49.5	47.7	47.3	49.2	48.3
Other female adults	57.3	55.1	66.2	57.9	69.4
Children 10-18	73.8	78.8	73.4	80.0	75.9
Children under 10	72.8	71.3	76.0	71.4	74.9
AVERAGE	67.9	69.9	71.9	69.7	73.1
Average Hours of Viewing when Watching					
Husbands	3.33	3.58	3.65	3.58	3.64
Wives	3.48	3.68	3.56	3.52	3.56
Other male adults	3.35	4.00	3.70	3.83	3.21
Other female adults	3.17	3.35	3.30	3.43	3.50
Children 10-18	3.33	2.93	3.00	2.91	3.08
Children under 10	2.49	2.48	2.31	2.41	2.28
AVERAGE	3.16	3.33	3.24	3.27	3.29
Total Hours Evening Viewing (Mon. Thru Fri.)					
Husbands	11.2	12.4	12.8	12.1	13.1
Wives	12.3	13.7	13.8	12.9	13.9
Other male adults	8.3	9.6	8.8	9.4	7.8
Other female adults	9.1	9.2	10.9	9.9	12.1
Children 10-18	12.3	11.7	11.0	11.6	11.7
Children under 10	9.1	8.8	8.8	8.6	8.5
AVERAGE	10.7	11.7	11.6	11.4	12.0

* Includes new set owners.

TABLE III

TV VIEWING AND RADIO LISTENING

	WATCH TV			LISTEN TO RADIO		
	1951	1952	1953	1951	1952	1953
TV OWNERS						
Wives						
Morning	2%	10%	12%	25%	33%	42%
Afternoon	10%	18%	19%	15%	19%	16%
Evening	71%	73%	78%	7%	13%	12%
All Day	72%	76%	80%	34%	42%	50%
All People—Average						
Morning	1%	5%	8%	10%	15%	12%
Afternoon	7%	15%	14%	6%	9%	8%
Evening	68%	70%	73%	5%	8%	9%
All Day	70%	72%	76%	16%	22%	28%
NON-OWNERS						
Wives						
Morning				21%	36%	
Afternoon				24%	23%	
Evening				41%	45%	in 1953
All Day				59%	60%	Not Done
All People—Average						
Morning				11%	21%	
Afternoon				13%	14%	
Evening				43%	38%	
All Day				54%	48%	

Figures show percent of people watching or listening to their home sets at some time during the period indicated.

TABLE IV

PERCENTAGE OF TV OWNERS

BY SOCIO-ECONOMIC GROUPS

	1/48	1/49	1/50
Upper	28%	22%	17%
Middle	63%	64%	68%
Lower	9%	14%	15%
	1/51	**1/52**	**1/53**
Upper	13%	13%	14%
Middle	72%	72%	71%
Lower	15%	15%	15%

5% this year from that figure or to not quite 50% of its pre-tv level. For wives, magazine reading during the evening is up 18% over what it was when the tv set was new, and for all day is up 60% from that low. Average magazine reading for *all* tv families is below those figures, because of those with sets less than two years old.

Newspapers Not Affected

Newspaper reading in Videotown has not been affected by tv at all, so far as this survey shows, the upward trend in the city as a whole being matched by that in the panel. Newspaper reading by adult panel members rose 9% from 1950 to 1951 (first year of tv), another 20% the second year and another 12% the third. The increase came more from women than men, C & W reports.

Contrary to what happened in the late '40s, when tv was very new, the panel members (who acquired their tv sets between the 1950 and 1951 surveys) during their first year of tv ownership showed an 87% drop in entertaining (tv having lost its novelty with more than half of the families now owning sets) and a 74% drop in visiting. Subsequently, visiting went up, whether or not to other tv homes not being reported.

The few effects of tv covered above are enough to make one wonder about many others not mentioned. With less visiting and less entertaining and more hours of tv viewing, television presumably could have an adverse effect on other forms of home amusement, but reports from some makers of family games say sales are up, indicating that perhaps in keeping the members of the family at home tv has stimulated them to turn to other forms of home entertainment after they have watched their favorite video programs.

It would also be interesting to know what effect this tv-induced staying at home of evenings has had on sales of gasoline and on attendance at billiard and bowling establishments, dance halls, night clubs and restaurants. Distribution of tv sets, at first disproportionately heavy in the upper income brackets and light at the other end, has spread out until it now approaches the normal distribution of the whole population. (Table IV.)

More Research Needed

To provide answers to these and many other questions about the effect of tv on life in America, more research is needed. There is little doubt, however, that in Videotown and all such well established tv cities leisure hours of tv families have been radically rescheduled to make room for this new habit of tv watching along with the many other things people enjoy doing.

And there is no doubt at all that what has happened in Videotown is happening and will happen in all the new tv markets that are developing throughout the land.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ... *Roanoke's LARGE ECONOMY SIZE*

Virginia has:
- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area Includes about ¼ of Virginia's Population and Retail Sales.

Source: A. C. Nielsen Co., Inc.

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

TELEVISION IS RADIO'S BEST FRIEND

(Continued from Page 86)

local, local programming. This should include music, which television can't do locally."

PAUL A. JENKINS, KXO El Centro, Calif. —"Our answer to tv—get out and sell to beat hell. Sometimes we get some pretty good bounce tv signals in El Centro though we are 50 feet below sea level and Los Angeles and San Diego are on the other side of the mountains." (Mr. Jenkins operates several newspapers in Southern California.)

MARK MARQUARDT, KATY San Luis Obispo, Calif.—"Cash in on local news."

JACK MATRANGA and IRVING SCHWARTZ, KGMS Sacramento, Calif.—"We'll continue to tend to our own business. We offer more sports and music, along with other programming not on television."

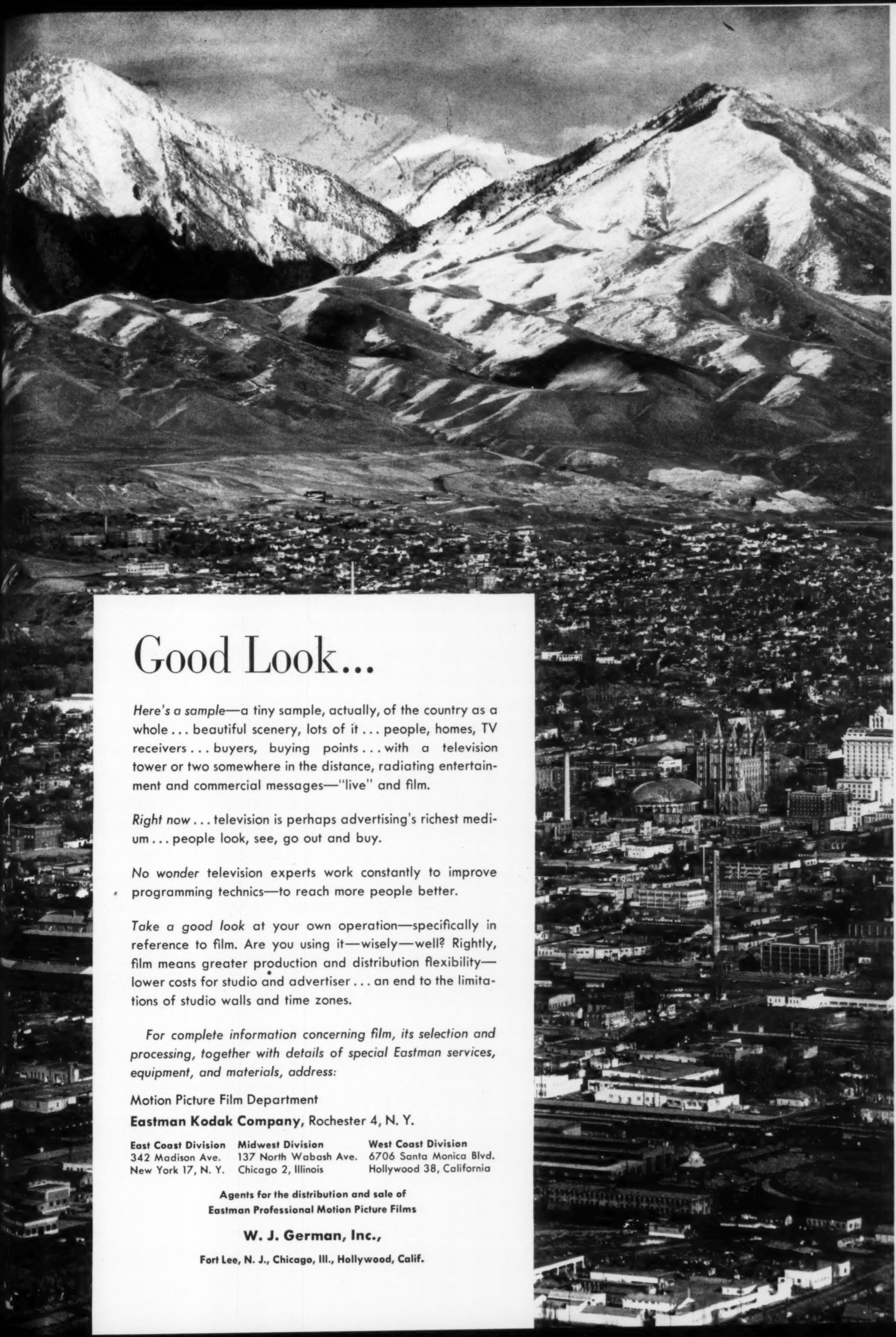
C. L. McCARTHY, KROY Sacramento, Calif.—"We're not particularly worried about television. We're minding our business and staying very busy doing it."

HERB MICHAEL, KERG Eugene, Ore.—"Radio stations have done a good job when television enters the market. No station has gone broke due to television competition."

MORRIS MINDEL, KGST Fresno, Calif. —"The answer to television can be found in good programming and honest advertising. You can move ahead with a simple, straightforward sales pitch, giving the listener a break. Television insults the public's intelligence with two and three-minute commercials. Radio management must run the business at minimum expense with maximum production, cutting off the fat. Tv's only impact has been felt on a few national accounts, particularly beer and soft drinks. Daytime radio is your saviour, supported by good merchandising service."

HOLLY MOYER, Great Western Network, Salt Lake City—"We're just getting under way. Radio offers a better cost-per-listener buy. None of our station managers feel television makes our network less salable. We can do a better coverage job than other media."

ROBERT C. OSLAND, KULE Ephrata, Wash.—"When television comes to town your promotion bears fruit. Television is a good medium. Radio should sell itself and study the area more intensively as well as step up the quality of programming. I've sold newspapers against radio. Every



Good Look...

Here's a sample—a tiny sample, actually, of the country as a whole . . . beautiful scenery, lots of it . . . people, homes, TV receivers . . . buyers, buying points . . . with a television tower or two somewhere in the distance, radiating entertainment and commercial messages—"live" and film.

Right now . . . television is perhaps advertising's richest medium . . . people look, see, go out and buy.

No wonder television experts work constantly to improve programming technics—to reach more people better.

Take a good look at your own operation—specifically in reference to film. Are you using it—wisely—well? Rightly, film means greater production and distribution flexibility—lower costs for studio and advertiser . . . an end to the limitations of studio walls and time zones.

For complete information concerning film, its selection and processing, together with details of special Eastman services, equipment, and materials, address:

Motion Picture Film Department
Eastman Kodak Company, Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of
Eastman Professional Motion Picture Films

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

NOW SERVING OVER

225,698* TV HOMES

IN OKLAHOMA!

*Sept. 1, 1953

WKY-TV
Channel 4
OKLAHOMA CITY

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

medium has its place. I've seen radio stations outsell newspapers and I've seen newspapers outsell radio."

WILLIAM D. PABST, KFRC San Francisco (NARTB District 15 director)—"We have been operating normally since television came to San Francisco. Radio is one thing, television another. We recognize that nighttime audiences are not what they were before television and have adjusted our rates accordingly. Business is fine."

JACK PAIGE, Intermountain Network, Salt Lake City—"We were getting fat in radio and didn't really sell the medium because it wasn't necessary to show how good it really is. Tv came. At first broadcasters were scared. Then they began to sell radio, the greatest medium ever invented. When you really sell hard you discover how good it really is. Radio had become a part of New York, Chicago and Los Angeles, losing its identity as the mouthpiece of the community. Radio had to go back to its role as an essential part of community life. Broadcasters must sell their medium."

ROBERT E. PRIEBE, KING-AM-TV Seattle—"Radio is doing better than ever in Seattle. We've developed radio programming, with special attention to music. Our music policy is this, 'If you can't sing it, hum it or dance to it, don't play it.' That's our basic radio philosophy though we carry other types of music. Good radio can compete successfully with tv."

JOE ROHRER, KRDO-AM-TV Colorado Springs—"We emphasize local-interest programming—news, music and sports, including baseball, football, basketball and hockey. Our radio gross is 42% above the figure when television first came to Colorado Springs. Of the 42%, 8% was from tv set advertisers. More promotion and harder selling have proved effective. We developed good disc jockeys and leave the commentators to the networks. We always are broadcasting something that two out of three people want to hear. Recently we have built up our morning programming and have raised the rate." (KRDO-TV went on the air with the World Series.)

HUGH A. SMITH, KXA Seattle—"Radio's answer to tv? That's easy. Work harder. Expend more energy. Accurately appraise the market and the competitive situation. Look at your own shortcomings. As a daytime station we feel tv competition less than fulltime operators."

HARRY R. SPENCE, KXRO Aberdeen, Wash.—"The 900 community tv sets in our area don't have any effect on radio. The answer to television is better nighttime shows to compete with video programs."

LOYAL H. VICKERS, KRUL Corvallis, Ore.—"There's some fringe television reception in Corvallis. We stick to radio. If you do a good job selling radio, why should you be concerned about television. I doubt if our area can support tv."

RADIO NEWSRE

SPONSORSHIP of *Hometown, America* on WIP Philadelphia is signed by Quaker City Wholesale Grocery Co. L to r, seated, Ralf Brent, WIP v.p.-nat'l sls. dir.; William J. Gillespie, gen. mgr.-secy., and Ralph D. Miller, treas.-adv. dir., both Quaker City; standing, Art Raymond, m.c., and Lorine Milner, pres.-sls. dir., Hawkins & Milner, show's owner-producer.

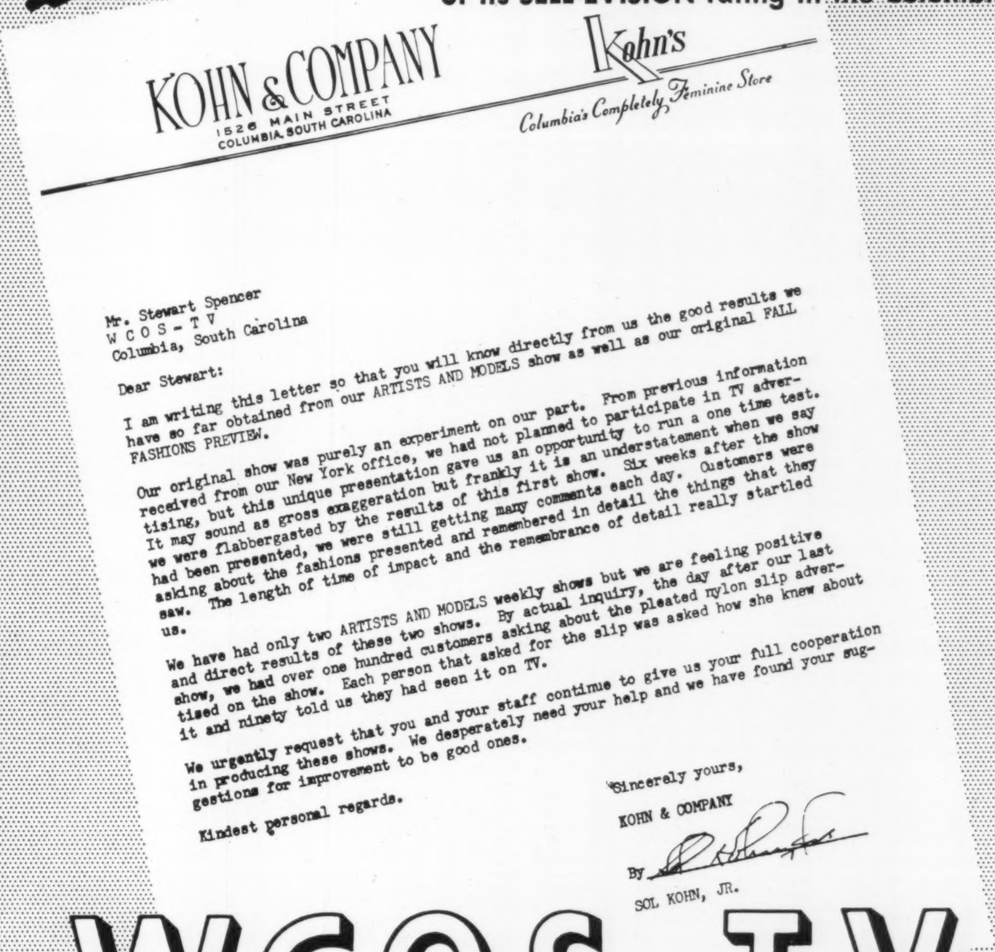
AT LUNCHEON by KVOO Tulsa for Home Federal Savings & Loan Assn.'s 14th anniversary are: L to r, standing, Robert A. Eakin, HF v.p., and Gustav Brandborg, KVOO asst. gen. mgr. Seated, clockwise from l, William B. Way, KVOO gen. mgr.; Phyllis Edmonds, HF v.p. for adv.; Louis W. Grant, HF pres.; W. G. Skelly, KVOO owner; Louis W. Grant Jr., HF v.p.; Ruth Dickins, secy. at KVOO, and Ken Miller, KVOO news editor.

BOB HOPE, KOA Denver stockholder, joins Don Searle, KOA gen. mgr., in looking over the new KOA "Food League" plan, new merchandising program.

OPENING broadcast of *Old Kentucky Barn Dance* on WHAS Louisville, sponsored by Pillsbury Mills, is attended by (l to r): Clarence Bell, S.E. sls. mgr., Pillsbury; star Randy Atcher; Clyde Hendrix, Pillsbury v.p.; Neil Cline, WHAS stn. mgr.; John Fouts, WHAS sls. mgr.

Sell-evision

Nielsens, Hoopers and Pulses notwithstanding, your "cash register rating" is the only truly acceptable measurement of the effectiveness of your advertising. WCOS-TV fairly bursts its buttons with pride—here's proof positive of its SELL-EVISION rating in the Columbia market



KOHN & COMPANY
1526 MAIN STREET
COLUMBIA, SOUTH CAROLINA

Kohn's
Columbia's Completely Feminine Store

Mr. Stewart Spencer
W C O S - T V
Columbia, South Carolina

Dear Stewart:

I am writing this letter so that you will know directly from us the good results we have so far obtained from our ARTISTS AND MODELS show as well as our original FALL FASHIONS PREVIEW.

Our original show was purely an experiment on our part. From previous information received from our New York office, we had not planned to participate in TV advertising, but this unique presentation gave us an opportunity to run a one time test. It may sound as gross exaggeration but frankly it is an understatement when we say we were flabbergasted by the results of this first show. Six weeks after the show had been presented, we were still getting many comments each day. Customers were asking about the fashions presented and remembered in detail the things that they saw. The length of time of impact and the remembrance of detail really startled us.

We have had only two ARTISTS AND MODELS weekly shows but we are feeling positive and direct results of these two shows. By actual inquiry, the day after our last show, we had over one hundred customers asking about the pleated nylon slip advertised on the show. Each person that asked for the slip was asked how she knew about it and ninety told us they had seen it on TV.

We urgently request that you and your staff continue to give us your full cooperation in producing these shows. We desperately need your help and we have found your suggestions for improvement to be good ones.

Kindest personal regards.

Sincerely yours,

KOHN & COMPANY

By

SOL KOHN, JR.

WCOS-TV

CHANNEL 25—ABC AFFILIATE
COLUMBIA, S. C.
REPRESENTED BY HEADLEY-REED-TV

NBC USES BUBBLE GUM

NBC apparently has confidence in the promotional prowess of bubble gum. In cooperation with the Bowman Gum Division of the Haelan Labs. Inc., Philadelphia, five picture cards containing the faces of top NBC personalities have been placed in each package of bubble gum distributed by Bowman. Last year, according to a network spokesman, some two million packages of gum containing ten million cards were sold in eight days. This year, he added, NBC has planned on national circulation and expects a total distribution of some 50 million bubble gum cards.

GERMANY GETS BASEBALL BOOKS

YOUNGSTERS in 22 German cities will receive complete rules and other details of America's "national pastime" under an arrangement worked out by KFH Wichita, Kan., and the U. S. Information Agency. Originally ordered by KFH as station promotion, 500 copies of the 1953 Official Baseball Rule Book have been made available to the agency for distribution by the State Department's America Houses on a giveaway basis rather than the usual library loan.

'NAME THE PLANET' CONTEST

VIA *Space Patrol* on ABC, Ralston Purina Co. and International Shoe Co., both St. Louis, are sponsoring a "Name the Planet" contest, with reference to Planet X, discovered by Buzz Corry on the futuristic radio-tv show. There will be 1,750 winners and a first prize of a 35-ft. replica of Buzz Corry's interplanetary rocket ship, "Terra IV." Procedure for entering the contest involves the collection of space coins which may be obtained from Weather Bird Shoe Stores and boxes of Ralston. Each contestant receives an Interplanetary Space Patrol Coin Collector's Album for collecting coins. In various areas other dealers are joining Weather Bird Shoes in distributing entry kits. Gardner Advertising Co., St. Louis is the agency.

'ELEMENTARY, MY DEAR WATSON'

"MR. HOLMES, how can we reach the great Ranch & Farm Market?" is the question put forth by Dr. Watson on a novel promotion piece distributed by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Sherlock's answer: "Elementary, my dear Dr. Watson, with Ranch & Farm Radio!" The piece continues with a series of questions and answers by the astute Mr. Holmes in typical Holmesian dialog. Besides pictures of the two sleuths, there is a map of the stations' coverage area.

CIRCUS ARRIVAL TELECAST

UNLOADING of a mile-long circus train—elephants, acrobats and all—was telecast early Sept. 26 from the Los Angeles grounds of Ringling Bros.-Barnum & Bailey Circus by KTTV (TV) Hollywood. Station televised arrival operations for four hours, starting at 6 a.m. General Petroleum Corp., Los Angeles, sponsored the program through West-Marquis Inc., that city.

YOU CAN DO A BIG JOB FOR PEANUTS

Advertising dollars do a BIG JOB when you use WBNS to reach the billion-dollar Central Ohio market.

WBNS has more listeners than any other station in this BIG market . . . has all 20 top-rated (Pulse) programs . . . has helped merchandisers zoom to new sales highs in this buying market . . . and . . . gives you a low-cost-per-thousand listeners. Yes . . . sponsors do a big job on peanuts with WBNS Radio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

Those Popular Barbours

SOME 255,238 copies of "This I Give" booklet, containing memorabilia of the Barbour family, were requested by listeners of *One Man's Family* (NBC Radio, Mon.-Fri., 7:45-8 p.m. EST), NBC reported last week. The network said that although the premium offer by the program's sponsor, Miles Labs Inc., was made during a 30-day period, starting March 23, and required listeners to send in a Bactine box top and 25 cents in coin, requests continued to come in through the summer months. The program and premium promotions are handled through Geoffrey Wade Adv., Chicago.

WAVY SENDS CIGARS

A CIGAR tied with a blue bow to a pink card has been distributed by WAVY Portsmouth, Va., proudly announcing "the birth of our new call letters and our affiliation as the 5000-watt voice of NBC in Virginia's first market, Norfolk, Portsmouth, Newport News." Carl J. Burkland is executive vice president and general manager.

TELECAST FROM PLANE

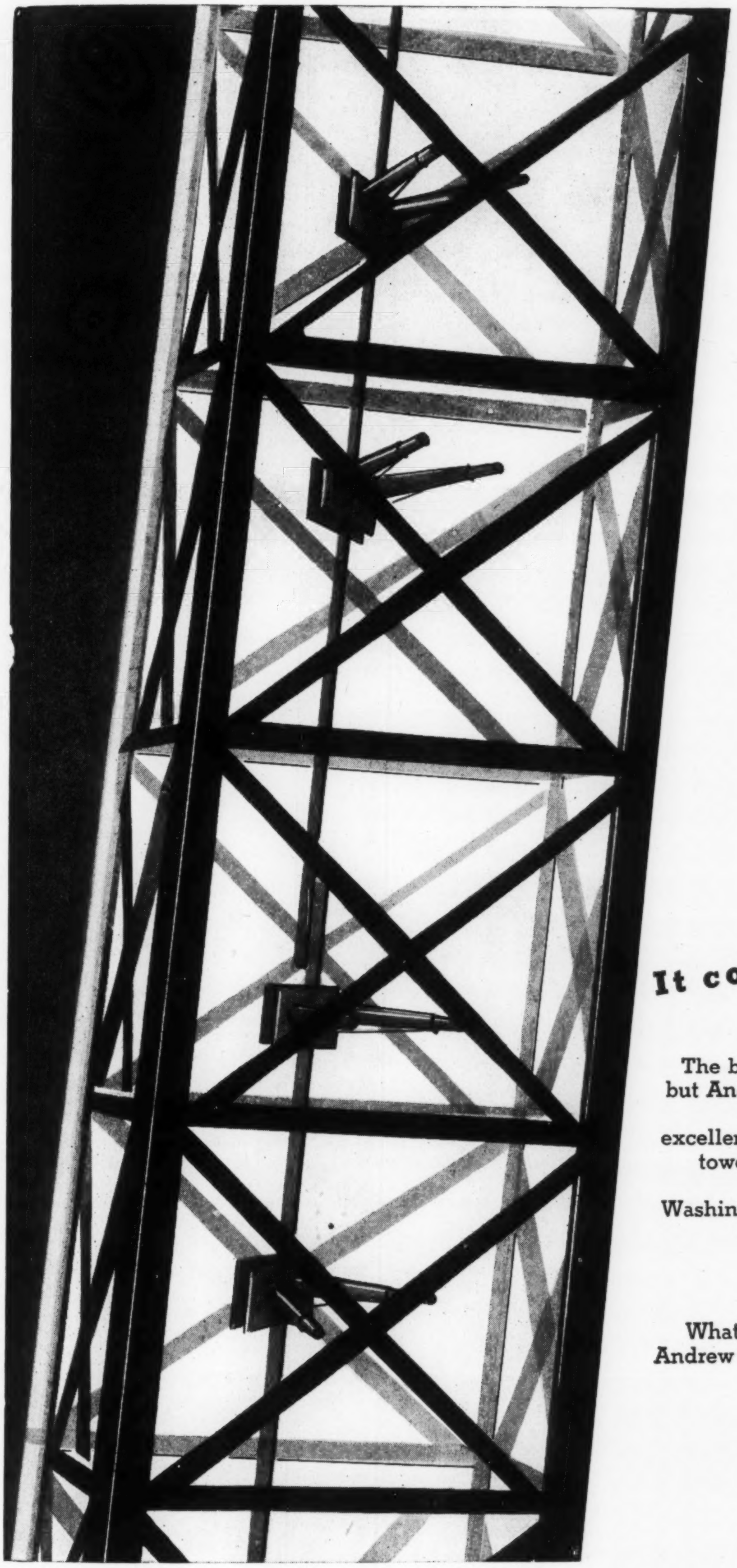
IN WHAT is termed as a history-making aerial telecast, KRON-TV San Francisco's *Exclusively Yours* program was originated from a giant Douglas C-124 Globemaster as it circled the Bay Area at about 3,000 feet. The event was accomplished by loading the station's entire mobile unit into the cargo compartment of the plane, thus providing complete control room facilities while in flight. Contact with the ground was made by means of a special microwave link and two am radio frequencies, one of which was solely for ground-to-air communication. During the program, Marjorie Trumbull interviewed Lt. Col. Henry R. Johnston, commanding officer of the 85th Air Transport Squadron, who described some of the unusual features of the Globemaster.

AUTOGRAPHED BASEBALLS

ALTHOUGH Salt Lake City may be a long way from Yankee Stadium, that city's baseball fans stand a good chance of winning baseballs signed by World Series players. When the Dodgers and the Yankees clinched their respective pennants, KDYL-TV Salt Lake City made arrangements with both clubs for several dozen autographed baseballs which will be given away as prizes on a pre-Series show titled *Home Run*. The program will feature quizzes covering questions based on the records of World Series players and predictions on scores.

FIFTH ANNIVERSARY

AS A MEANS of celebrating its fifth anniversary of broadcasting, WJBS De Land, Fla., held two contests and a station open house. The first event in the week-long celebration was a contest in which listeners were invited to write in why they like to listen to WJBS. The second was a telephone quiz involving a local "mystery voice." The open house was a huge success, the station reports, with the



It couldn't be done?

The books said it couldn't be done—but Andrew engineers went ahead and designed an antenna that gives excellent coverage mounted *inside* the tower! This ingenious development enabled station WTOP in Washington, DC to use their television tower for FM too—and so save thousands of dollars.

Whatever *your* problem in antennas Andrew ingenuity will find the answer. Be sure to consult us.

Andrew
CORPORATION
363 EAST 75TH STREET, CHICAGO, ILL.

station's staff realizing "more than ever that we hold in our area an audience more faithful than ever—100,000 watts of tv nearby, or not."

station's staff realizing "more than ever that we hold in our area an audience more faithful than ever—100,000 watts of tv nearby, or not."

KIDS TAKE OVER

IN COOPERATION with the local Kiwanis Club in celebrating National Kid's Day, Sept. 26, KSVP Artesia, N. M., was taken over by the younger generation with announcers and newscasters for the day ranging all the way down to eight years old. The youngsters handled all newscasts, commercials, announcements and disc jockey programs from 7 a.m. until 9 p.m.

COLORFUL PROMOTION

KNXT (TV) Los Angeles has released an attractive three-color promotion piece with three painters painting signs saying, "KNXT is the No. 1 station in the No. 2 tv market." Copy gives supporting figures and closes with the slogan, "all signs point to KNXT."

SERIES ON COMMUNISM

HOW to escape domination of Communist Party is the topic of weekly 25-minute *Last Man Out* on NBC Radio, Hollywood, which started yesterday (Sunday). Richard English, producer-narrator, aims program at "the most important man in America today—the 'last man out' of the communist party." Richard Pedecini writes the series, which dramatizes case histories of leading party members who have broken with communism.

FILM OF POW RELEASE

A FEW days after Cpl. Frank F. Effinger of Lincoln, Neb., was released by the Communists, a sound-on-film record of his actual release at Freedom Village, Korea, was flown directly to KOLN-TV Lincoln for use on the station's news program. Upon Cpl. Effinger's return home, he was presented with the film by General Manager Harold (Hap) Anderson.

WALE TURNS BACK A PAGE OF NEW ENGLAND'S HISTORY

A radio station Down East turns in a smart promotion in reviving for a day one of the most famous coastline ship runs.

WITH a boat excursion into nostalgia a radio station pasted a page from New England's historic past into its own promotional scrapbook.

The idea was born when Fall River, Mass., began planning its celebration of the city's 150th anniversary. George L. Sisson Jr., general manager of WALE Fall River approached the executive committee set up for the Sesquicentennial. He reminded the group of the lore and sentiment connected with the now-extinct Fall River Line which plied between the Massachusetts city and New York.

The line had been discontinued in 1937, after more than 100 years of service as a principal link with New York. In its day, it had become a New England byword for travel, even attaining countrywide fame through a popular song, "The Fall River Line."

Mr. Sisson's idea: Revive the Fall River Line for a day.

The Sesquicentennial committee's immediate enthusiasm was tempered, however, by knowledge that funds for such a project were lacking.

But the potentiality of the idea persisted with WALE executives. Finally the station determined to see the idea through to completion. WALE decided to revive the line for one day, running the boat trip in New York for interested New Englanders. Hotel accommodations, tours and other activities of interest were planned for the revival excursionists. The New Haven railroad arranged a special 15-car deluxe train to return the travelers to Fall River. The two-day junket was offered on a cost basis, $22.50.

Immediately, a three-week campaign was laid out. Paid spots featuring "The Fall River Line" song were scheduled on WNBH and WBSM New Bedford, Mass., WPEP Taunton, Mass., and WRJM Newport, R. I.

WALE dotted its own program log with special programs in the nostalgic vein. Old retired captains and others familiar with the boat line were featured.

Newspaper space was bought in Newport, Fall River and New Bedford. Tent cards with space for Fall River Line specials were placed on Fall River and Newport restaurant tables. Window cards and banners were distributed throughout southeastern Massachusetts and parts of Rhode Island.

Tour sheets were made available to tourist bureaus and agents of the New Haven Railroad in seventeen communities including Boston. Systematically news releases were issued to radio, tv and the press.

WALE carried the theme even further, placing recordings of "The Old Fall River Line" in restaurant and tavern juke boxes. Band leaders cooperated by playing the tune.

The excursion captured the imagination of everybody. All media began using more and more feature and spot news material on the projected trip.

Reservations poured in. Six hundred excursionists was the original expectation. Close to 1,000 booked passage.

Sailing was scheduled for the final day, "Fall River Line Day," of the Sesquicentennial Week, Sept. 13-19.

WALE capped the interest by informing listeners that it intended to broadcast an entire day's programming, exclusive of its regular Yankee Network and Mutual shows, direct from New York. Names of relatives and friends in New York, who had Fall River connections were solicited for appearances on the New York-originated shows.

JOHN DeNADAL, president of Sterling Beverages Inc., shakes hands with George L. Sisson Jr. (r), general manager of WALE Fall River, Mass., as Mrs. DeNadal looks on. Other WALE staff members in the studios at the New Yorker are (l to r) Roland Berube (seated), chief engineer; Marky Gosciminski; announcers Chris Barnes and Leo McDevitt, and Jim Arkison (seated rear), news and sports editor.

The eve of the sailing, 1,200 attended a shipboard dance on the *Boston Belle,* the ship selected by the Wilson Lines for the revival trip.

The following morning, thousands lined the dock as the *Boston Belle* sailed for New York. Navy vessels in the harbor gave a 10-minute whistle sendoff. Two bands were on board to provide music for the more than 1,000 passengers, many of whom were attired in old-time costumes.

An official reception committee from the City of New York greeted the excursionists as they docked in New York. Father Knickerbocker, traditional symbol of the big city, was there. The entire entourage was taken by horse-drawn carriages and bus to the Hotel New Yorker.

Ruppert Brewing Co. not only provided this Father Knickerbocker touch but also hosted a brunch the following morning for the visitors. Among guests were John DeNadal, president of Sterling Beverages, Knickerbocker beer distributors in southeastern Massachusetts.

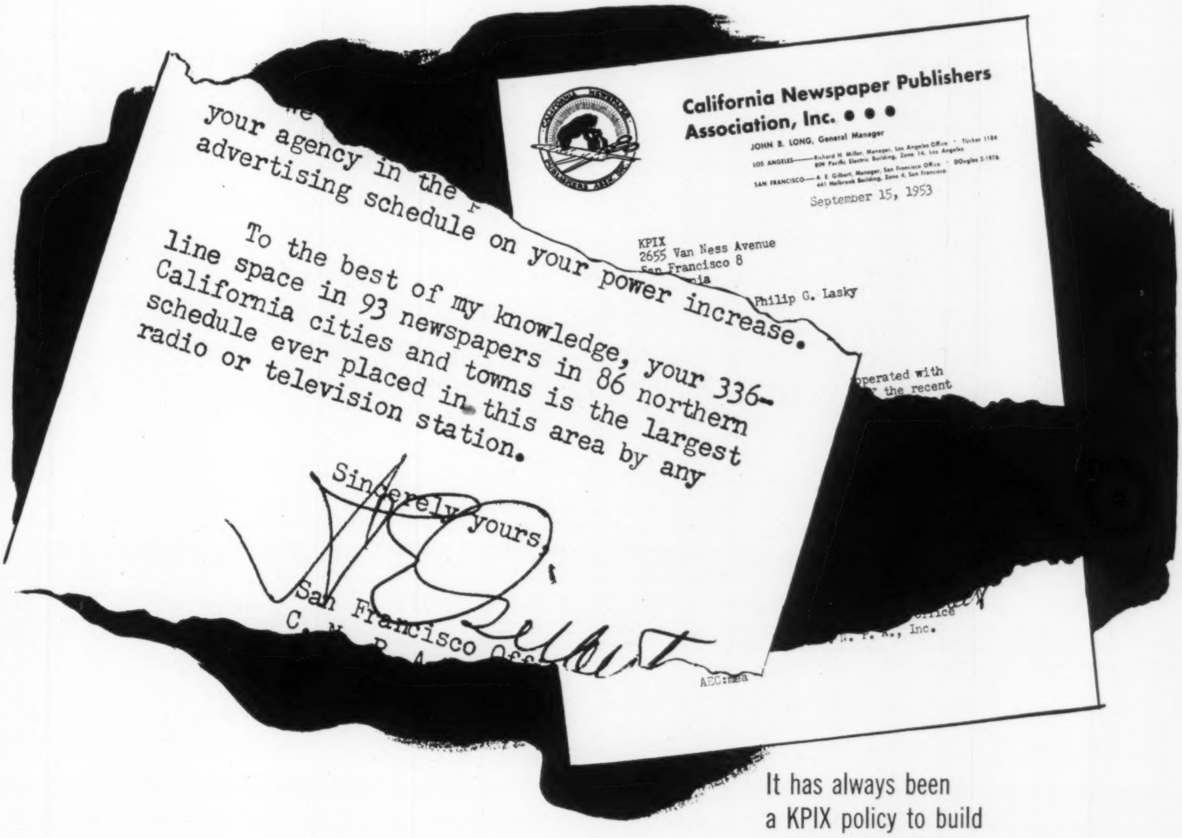
A day of sightseeing was climaxed by the departure of the special train Sunday evening.

The WALE crew stayed on though, and the next day at 6 p.m., commenced a regular 18-hour broadcast day from special studios set up in the New Yorker. Direct lines fed programs to WALE in Fall River.

In line with WALE's announced intent, the entire four-week effort was a non-profit venture. General Manager Sisson reported last week that the nominal charges assessed the excursionists all went into expenses.

But with justifiable pride he can point to such intangibles as furtherance of community good will toward WALE, plus the national publicity that never fails to gladden the hearts of station promotion men.

We didn't stop at telling *you* about our power increase.. we told Northern California via 93 NEWSPAPERS



California Newspaper Publishers Association, Inc. • • •

JOHN B. LONG, General Manager

LOS ANGELES—Richard H. Miller, Manager, Los Angeles Office • TUcker 1184
809 Pacific Electric Building, Zone 14, Los Angeles

SAN FRANCISCO—A. E. Gilbert, Manager, San Francisco Office • DOuglas 2-1976
441 Holbrook Building, Zone 4, San Francisco

September 15, 1953

KPIX
2655 Van Ness Avenue
San Francisco 8

Philip G. Lasky

your agency in the
advertising schedule on your power increase.

To the best of my knowledge, your 336-line space in 93 newspapers in 86 northern California cities and towns is the largest schedule ever placed in this area by any radio or television station.

Sincerely yours,

A E Gilbert

San Francisco Office
C. N. P. A., Inc.

AEC:mea

It has always been
a KPIX policy to build
audience through
consistent promotion.
Newspaper, local magazine
and outdoor advertising
are in constant use to
develop and hold audience.
Let your Katz man tell
you more about Northern
California's most on-its-toes
TV station . . .

kpix 5
CHANNEL
SAN FRANCISCO, CALIFORNIA

. . . affiliated with CBS and DuMont Television Networks . . . represented nationally by the Katz Agency

IN THE 75th MARKET
– TEXAS' 5th

EL PASO

KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled "SHOWCASE THAT SPOT" and this is a brief resume of how it works.

Now, you can buy minute-participating live or transcribed announcements in the finest participating programs in the entire Southwest . . . each program a well-developed feature which is aired at the same time each day, 52 weeks a year and handled by veteran KEPO personalities. Heavily promoted and well-spaced throughout the day, these shows attract large and loyal audiences. Spots are well integrated into the show, with a lead-in, lead-out . . . making it a part of the program rather than an interrupting feature. "SHOWCASE THAT SPOT" will mean larger audiences and greater impact . . . more sales for you on KEPO . . . El Paso's most powerful station.

ASK AVERY-KNODEL FOR COMPLETE DETAILS

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

Ernest J. Gallmeyer, formerly vice president and director of Dime Trust & Savings Bank, elected president of Berghoff Brewing Corp., Fort Wayne, Ind.

Mark Cox, Wilson Sporting Goods Co., appointed director of advertising, public relations and sales promotion for Wilson & Co., meat packers, Chicago. He succeeds **Don Smith,** who retires.

Mrs. Katherine Banta Bowley, assistant advertising manager, W. & J. Sloane, Beverly Hills (home furnishings), named advertising manager of firm.

Arnold McClay appointed advertising manager, Gantner of California, S.F. (swim and sportswear), replacing **Edith Skemp,** promoted to special assistant to president **John O. Gantner.**

Harry E. Petersen Jr., vice president and advertising director, Citizens National Trust & Savings Bank, L.A., elected president of Southern California Bank Advertisers Assn. **George W. Sears,** vice president, First National Trust & Savings Bank, San Diego, elected vice president with **Luther Miller Jr.,** vice president, Hollywood State Bank, named secretary-treasurer.

Agencies

John S. Kirk, account executive with Hilton & Riggio, N.Y., elected vice president.

S. J. (Sy) Frolick, supervisor of tv-radio commercials, Fletcher D. Richards Inc., N.Y., named director of newly formed tv-radio commercial department.

Mr. Frolick

Jean Campbell, former media director for Allen & Marshall Advertising Agency, opens own publicity agency at 6525 Sunset Blvd., Hollywood.

Ray Pedersen, art director with Hewitt, Ogilvy, Benson & Mather, N.Y., to Miller & Co., Seattle, in same capacity.

Lee Gaynor of Doherty, Clifford, Steers & Shenfield, N. Y., named timebuyer to succeed **Hal Davis,** who resigned to join Erwin, Wasey & Co. in same capacity [B•T, Sept. 28]. Mr. Gaynor's name was misspelled as Gainer in AT DEADLINE, Sept. 28, report of his appointment.

Ada Yenk, account executive, David S. Hillman Agency Inc., L.A., and **Patricia Hoover,** advertising and promotion coordinator, Milliron's Department Store, L.A., to Jere Bayard Advertising Agency, same city, as account executive and executive assistant to Mr. Bayard, respectively.

Russell Ford and **Ed Gray** to television department of New York office of McManus, John & Adams, as television producer-director and television art director, respectively.

Sander Heyman, Pacific Div. sales manager of Adv. Distributors of America, named president, **Enterprise Adv. Agency Inc.,** L. A. located at 432 Aliso St., formed to handle Maier Brewing Co. (Brew 102).

Dewey Moore, advertising manager, Sports Cars Ltd., Hollywood, and **Roy Drushall** to Phil D. McHugh Co., L.A., as account executive-art director, and account executive, respectively.

James S. Holme, formerly public relations officer of U. S. National Bank of Denver, to Arthur G. Rippey & Co., Denver, as account executive.

Jane Harrington, *Rome Daily American,* to tv staff of Mike Fadell Agency, Minneapolis.

Robert F. Ochs, to public relations department of Lewis & Gilman, Philadelphia advertising agency. Mr. Ochs formerly was employed by Johnson & Johnson, surgical supplies firm, as recreational manager, in New Brunswick, N. J.

Stations

Barton K. Feroe named station manager of WDEL-TV Wilmington, Del., replacing **Gorman Walsh.** Station announces opening of new offices at 10th and West Streets, that city.

Charles Theodore elected vice president and director of operations, KJEO-TV Fresno, Calif. **Joe Drilling** is vice president and business manager, and directors are: **G. L. Engstrom, George D. Helvey** and **John E. O'Neill Jr.**

Fred Harm, manager of WJJD Chicago, elected vice president and director of Plough Bcstg. Co., which owns and operates station, and vice president of station, in addition to duties as general manager.

Mr. Harm

Tom Hicks, program manager for WDSU-AM-TV New Orleans, promoted to vice president in charge of programming.

Wayne J. Hatchett named manager of KIMO Independence, Mo.

R. Lee Black has resigned as vice president and general manager of KIMA-TV Yakima, Wash., due to his purchase of controlling interest in KWAL Wallace, Idaho. Replacing Mr. Black is **Thomas C. Bostic** with additional duties as

JIM ATKINS (l), former production manager at KOA Denver, promoted to program coordinator, confers with Earl Ferguson (r), former program coordinator who has been named program coordinator and film buyer for KOA-TV.

AP News Does More for the Station...

...Because it Does More for the Sponsor!

Every week, WLBJ at Bowling Green, Ky., carries 50 sponsored Associated Press news and feature programs. The station's experience with AP is typical: AP is easier to sell because it accomplishes more for the sponsor.

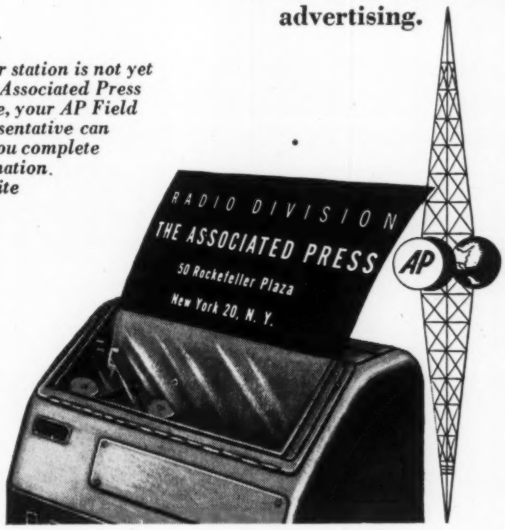
A good example is WLBJ's use of "Stars Over the Horizon," a popular AP report on motion picture doings and personalities.

Local sponsor of "Stars Over the Horizon" is a drive-in movie. WLBJ merely ties in the movie stars mentioned in the feature, (which the station files for use and re-use) with the current movie being shown by the drive-in. The result is a tailor-made program for the man who foots the bill . . . a program of outstanding interest to the drive-in's customers.

Notice two interesting aspects of this particular AP sale:

1. **WLBJ sold the sponsor an easy-to-air format—no tricky program building, no production headaches.**
2. **WLBJ attracted a sponsor from a field all too-accustomed to get *free* advertising.**

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write



And this is what WLBJ's Commercial Manager Bob Proctor says:

"AP gives us varied and solid coverage. We find it easy and profitable to inject a little ingenuity so that we are able to offer our local businessmen a large assortment of hard-selling programs that make money for them—and for us. Our merchants—like merchants everywhere—are brand conscious. When we offer them AP, they know they're getting the best brand in news."

PRE-REPRESENTATION conference is held by executives of KFH Wichita, Kan., and John Blair & Co. Details of the representation were worked out at the station by (l to r) J. Chris Hetherington, Blair's St. Louis manager; Frank V. Webb, KFH vice president-general manager; Wells H. Barnett, Blair sales development manager; Richard D. Buckley, Blair president; Lawrence Cotton, KFH national sales manager, and Clifford Barborka, account executive, Blair, Chicago.

general manager of Cascade Bcstg. Co. **Frank E. Mitchell** named manager of KIMA.

Richard E. Farnham, formerly public relations director for Westinghouse Electric Corp., Tv-Radio Division, named advertising and sales promotion manager for WBZ-TV Boston.

Mr. Farnham

Tod Williams appointed assistant station manager of WEAN Providence, R. I. **Noel C. Breault,** sales staff, WEAN Providence, promoted to local sales manager.

Allen N. White Jr., advertising manager of Bendix Tv & Broadcast Receiver Division, Baltimore, appointed sales promotion manager of Westinghouse Tv-Radio Division, replacing **Fred McCarthy** who has resigned.

Howard W. Maschmeier appointed assistant general sales manager for WFIL Philadelphia. He was formerly general manager of WPTR Albany, N. Y.

Eugene L. Gelhaar, formerly with WMAQ Chicago, named program director of KVWO Cheyenne, Wyo. **Dick Long,** previously news director for KGHF Pueblo, Colo., to KVWO as producer-news director.

Howard Gordon, formerly tv director with Diamond Advertising Agency, S.F., appointed production manager of WPFA-TV Pensacola, Fla.

Charles J. Carey, WJAR-TV Providence and Brown U. there, appointed program director of KCRI-TV Cedar Rapids, Iowa.

Morton B. Miller appointed production director at KUSD Vermillion, S. D.

Rod Serling, free-lance writer, to WLW Cincinnati as editor of dramatic scripts.

Donald P. Wise, chief engineer for WBZ-AM-FM-TV Boston, to WWOR-TV Worcester, Mass., in same capacity.

Robert A. Dwyer, account executive on sales staff of *Vogue* magazine, and **Maxine Cooper,** eastern sales manager for *Sponsor* magazine, to sales staff of Du Mont's WABD (TV) New York as account executives.

Bill Lydle, KTOK Oklahoma City, to radio sales staff of KOA Denver as account executive.

Tom Clark, branch manager for Victor Adding Machine Co., to KSTP-TV St. Paul, Minn., as account executive.

William G. Walker, former production manager at KOA Denver, to sales staff of KBTV (TV) that city.

Charles W. Curtin, sales representative at WCOP Boston, **Irvin G. Boudreau,** Associates Discount Corp., and **Charles Parker** named account executives at WDRC Hartford, Conn.

Irvin H. Miller, formerly on sales staff and merchandising director of KTAC Tacoma, Wash., to KOMO Seattle as merchandising and account executive.

James Patrick McGuire, producer-director, WCPO-TV Cincinnati, to KLAC-TV Hollywood as film editor replacing **Mrs. Joanne Nelson.**

Ernest Lee, personnel manager, KTTV (TV) Hollywood, adds duties as director of services.

KNOR Surprise Party

KNOR Norman, Okla., found that Airman Apprentice Harold O. Weston, son of Mr. and Mrs. William D. Weston of Alexandria Va., for the first time was spending his birthday away from home at the Naval Air Technical Training Center in Norman. The station arranged with naval officers to stage a real celebration. At a surprise party, the station gave a cake big enough for Apprentice Weston and 65 barracks-mates. The party received publicity in the local papers and the naval paper, and a tape-recording was played over KNOR. Mrs. Weston is the assistant auditor for B•T.

SPECIAL NOTICE!

STATIONS and AGENCIES

with local and regional accounts

The first 39 "CAPSULE MYSTERIES," a new 5-minute TV film mystery series, produced in the Hollywood manner for local and regional accounts, will be ready January 1.

Here is your chance to give your accounts a BIG EXTRA.

How? . . . Filming of these programs starts November 2. For sponsors contracting for this series before November 2, we will film and incorporate their commercials into the show at actual cost, with the star himself announcing their sales message . . . a BIG EXTRA service made possible only while we have the sets, stars and staff on the job.

To get this EXTRA, get your orders in NOW—before November 2.

Available on 13 weeks, 3 per week basis. All markets currently open.

For Particulars

CHARLES MICHELSON, INC.

15 West 47th St., New York 36—PLaza 7-0695

Warren Walden, sports director for WJAR-TV Providence, named news director.

Leo Guild, publicity director, KLAC-AM-TV Hollywood, to *Hollywood Reporter* as radio-tv columnist.

William Tusher, Hollywood fan magazine columnist, adds duties on KBIG Avalon as Hollywood reporter-commentator.

Wayne Collins, news director, Hawaiian Bcstg. System, becomes newscaster on KGMB-TV Honolulu's *World News* program, replacing **Robert Jensen.**

Brice Toole, announcer at KGVO Missoula, Mont., to WMAL-AM-TV Washington in same capacity.

Jean Melnes to KMOX St. Louis' *Housewives' Protective League.*

Phil Christie, announcer at WHDH Boston, and **Chuck Orgren,** WHUC Hudson Falls, N. Y., to WCAX Burlington, Vt.

Ed McMahon, recently released from U. S. Marine Corps, returns to WCAU-TV Philadelphia as m. c. of *Fun and Fortune* program.

Howard L. Chernoff, general manager of KFMB-AM-TV San Diego, appointed president of San Diego County Branch of American Cancer Society.

E. M. Roberts, president of KXOK St. Louis, elected second vice president of Advertising Club of St. Louis.

He's Sure It Works

KWTX Waco, Tex., Manager M. N. (Buddy) Bostick, "testing" the Conelrad test a fortnight ago [B•T, Sept. 21], flew in the station's Beechcraft with a portable tape recorder, trying to get the plane's direction finder to pick up the station's signal. He did not get a directional after flying for an hour and a half but he did receive a good idea of just how effective Conelrad is.

Dickens J. Wright, general manager of WPAT Paterson, N. J., awarded certificate on behalf of station from American Legion Auxiliary for station's contribution to education, entertainment and inspiration of its community and for courtesies extended to Legion.

Henry W. Slavick, general manager of WMC WMCF (FM) WMCT (TV) Memphis, Tenn., honored by Memphis tv distributors for pioneering efforts in radio and tv.

George Comte, station manager of WTMJ-AM-TV Milwaukee, commissioned Lt. Col. in U. S. Army Reserve.

Mrs. Hazel Markel, women's commentator for WWDC Washington and MBS, named to Civil Defense National Advisory Committee on Women's Participation.

Freeman Lusk, moderator on KLAC-TV Hollywood *Freedom Forum,* received National Certificate of Service from American Veterans of World War II (Amvets) at Sept. 27 telecast.

Bill Tonyan, WNAX Yankton, S. D., father of boy, Sept. 16.

Jack Pyle, disc jockey at KYW Philadelphia, father of boy, Randy.

Donald Richards, 34, radio and stage actor who formerly had singing lead in "Finian's

For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . and insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

Typical Emsco guyed tower installation, Louisville, Ky.

Rainbow" Broadway production, was killed on Sept. 26 when his car struck a telephone pole in Ridgewood, N. J.

Networks

Philip Feldman, assistant attorney, Famous Artists Corp., Beverly Hills, to CBS-TV Hollywood as assistant director of business affairs.

Bruce Bryant to New York office of CBS Television Spot Sales and **Raymond M. Peritz Jr.** and **Robert M. Williams** to Chicago office of organization. Mr. Bryant moves to New York from Chicago office of CBS-TV Spot Sales. Mr. Peritz formerly was associated with Chicago NBC Spot Sales office and Mr. Williams with Harrington, Righter & Parsons in Chicago.

Richard Lynch, teletype department, CBS Radio, Hollywood, transfers to sales promotion department, CPRN.

Eric Sevareid, CBS Radio's chief Washington correspondent, received Quartermaster Assn.'s first annual award of distinction in news Friday at organization's national convention in Baltimore.

Francis Conrad, director of radio, ABC Western Division, awarded certificate of appreciation by U. S. Marine Corps for 2½-year network programming of weekly *Marines in Review* from Camp Pendleton (Calif.) Marine Base.

Hal Gold, broadcast news editor of Mutual's press information department, named chairman of public relations committee for Knights of Pythias of New Jersey, and in this capacity will direct public relations activities for upcoming state-wide "Knights Crusade Against Juvenile Delinquency."

GUEST speaker on industrial development in a talk to the Moorhead, Minn., Chamber of Commerce was Victor C. Diehm (l), president-general manager, WAZL-AM-FM Hazleton, Pa., who was brought to the city by E. J. McKellar (r), president, KVOX Moorhead.

Michael Franklin, legal department, CBS Hollywood, father of girl, Barbara Diane, Sept. 25.

Harold T. Lindquist, 47, CBS Radio, Hollywood, engineering department, died Sept. 21 of heart attack.

Film

Bill Martin, executive assistant on former CBS-TV *Ken Murray Show*, to Murray-Bergan Productions, Hollywood, as general manager on upcoming tv film series, *Where Were You.* Firm was formed recently by **Ken Murray** and **Edgar Bergen** [B•T, Sept. 28].

Casper J. Chouinard, motion picture sales manager for Warner Bros. Pictures Corp., to Television Programs of America as account executive for northwest region of U. S. **James E. Rennie,** account executive for KTYL-TV Phoenix, to TPA as account executive for southwest.

Ted Post signed by Screen Gems, Hollywood, to direct new series of six half-hour films for NBC-TV *Ford Theatre.*

Samuel Posner, program manager of KTVH (TV) Hutchinson, Kan., and previously assistant program administrator for DuMont Television Network, to United Television Programs Inc. as salesman in New York office. **Don McDougal,** script supervisor for Roy Rogers Productions on NBC-TV's *Roy Rogers,* named director on upcoming series of 10 half-hour films.

Dick Sheppard, formerly of Crawley Films Ltd., Ottawa, to S. W. Caldwell Ltd., Toronto, as tv film sales representative.

Michael Brown, production manager of Walter Schwimmer Film Co., Chicago, to Reela Films Inc., film subsidiary of WTVJ (TV) Miami, as production manager.

Jame B. Faichney, chief of production branch of Motion Picture Service of U. S. Information Agency's N. Y. office, resigns due to current curtailment of motion picture production within agency.

Manufacturers

Martin L. Scher appointed general manager of CBS-Distributors Inc., factory distributing branch for CBS-Columbia Inc.

Marshall T. McGuineas, manager of Hallicrafters Co.'s sales development for Allied Van Lines, Chicago, named advertising manager for Hallicrafters Co.'s branches in Chicago, Kansas City and Milwaukee. **Robert T. Cotton,** Army

The gist of your story at the buyer's elbow

SERVICE-ADS in SRDS help sell time by reminding people—at the time they're picking stations—of the things they have heard from your representatives and seen in your promotion.

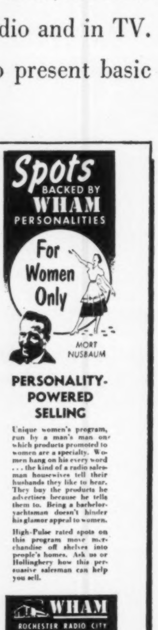
Here's how *William Fay*, vice president of **WHAM** Rochester, New York, feels about **service-ads** in SRDS—

"We know from more than 30 years in broadcasting that STANDARD RATE & DATA is a basic working tool of time-buyers. We, therefore, consider it a basic must on our trade-paper advertising list, both in radio and in TV. It's a logical and relatively inexpensive medium in which to present basic information that supplements data available in the listings."

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then.*
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Agency people tell us they like to find program information like this when they are using SRDS



Spots
BACKED BY
WHAM
PERSONALITIES
For Women Only
MORT NUSBAUM

PERSONALITY-POWERED SELLING

Unique women's program, run by a man's man on which products promoted to women are a specialty. Women hang on his every word . . . the kind of a radio salesman housewives tell their husbands they like to hear. They buy the products he advertises because he tells them to. Being a bachelor-yachtsman doesn't hinder his glamor appeal to women.

High-Pulse rated spots on this program move merchandise off shelves into people's homes. Ask us or Hollingbery how this persuasive salesman can help you sell.

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM-TV • NBC Affiliate
Geo. P. Hollingbery Co.—Nat'l Rep.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Exchange Service, appointed export sales manager for Hallicrafters.

Robert D. Hallock, Bardwell & McAlister Inc., named plant manager of American Microphone Co., Pasadena, Calif.

Hank Gropper, United Transformer Co., N. Y. to Tech-Master Products Co. (custom built tv receivers, tv kits, audio amplifier and pre-amplifier kits), N. Y., as assistant sales manager.

J. H. Seider appointed general attorney and assistant secretary of CBS-Columbia Inc., radio and tv set manufacturing subsidiary of CBS.

Edwin C. Roworth, corporate secretary of Stromberg-Carlson Co., retired Oct. 1.

Robert A. Powell, Harmon V. Jones and **George B. Caples** promoted to sales supervisors, commercial trades of Minnesota Mining & Mfg. Co.'s reflective products division, with headquarters in St. Paul, Chicago and Atlanta, respectively.

Jack Geartner named Florida sales representative for General Instrument & Applicance Corp.'s uhf-vhf converter.

Peter Rogers, assistant general manager of K. R. Smith-Allied Record Mfg. Co., N. Y., to RCA Victor Custom Record Division as New York sales representative.

Louis W. Selsor, formerly sales manager for National Video Corp., Chicago, is now handling distributor sales for Jensen Mfg. Co., that city.

Representatives

Walter C. Newton Jr., sales staff of WOR-TV New York, and **William Dengel,** Hearst Magazines, N. Y., to Weed Television Corp., that city. **Broaddus (Speed) Johnson,** Young & Rubicam, and **James J. McEneaney** to firm's sales staff in N. Y. and Detroit, respectively.

Program Services

Dr. Arthur I. Holleb appointed medical producer-director of color television for American Cancer Society, in which capacity he will supervise series of 30 color tv programs on latest developments in cancer research for CBS.

Arthur Clark, formerly free-lance radio-tv artist, appointed program-production manager with Community Tv Systems Inc. (community antenna service), Florence, S. C. **E. A. Bingham,** formerly with Southern Radio Corp., Charlotte, N. C., named supervisor of engineering and **Jerry Mieldazis,** Trans-Video, Pottsville, Pa., to Community Tv as foreman of line installation crew.

Services

Theodore E. Burleigh, Kinney Mfg. Co., Boston, to National Research Corp., Cambridge, Mass., as sales engineer.

Rudy Bretz, tv consultant and co-author of *The Tv Program* and *Tv Scripts for Staging and Study*, to State Dept.'s International Educational Exchange Service as consultant for Northwest German Broadcasting Network, Hamburg, Berlin and Cologne.

Walter Russell Barry, 53, member of Coudert Bros., N. Y., law firm, and specialist in radio and television law, died Sept. 27.

Robert Saudek, director, Radio-Tv Workshop, Ford Foundation, will speak on "Television—1963," Oct. 21 at twelfth annual luncheon of Pulse Inc., audience measurement company, at Biltmore Hotel, N. Y.

Advertisement

From where I sit
by Joe Marsh

One for the Books!

Noticed that the Missus had a big red ribbon tied around her finger at breakfast one morning last week. "What's that for?" I asked. "Is your memory slipping?"

"*It's not for me,*" *she answers,* "*it's to remind* you, *and everybody else who asks what it's for, to contribute to the Woman's Club Library Fund. We need $200 and we figured we'd get more help if we could get people to ask* us *about it.*"

Well, as it turned out, the red ribbon worked just fine. The ladies are having the library all fixed up—and there's enough money for some new books, too.

From where I sit, it would be a fine thing if we had some sort of private reminder when we forget the rights of our neighbors. Like when we start telling them what we *think is best. I may like a travel book and a temperate glass of beer while you prefer a cup of tea with your historical novel. Let's both remember not to "put the finger" on the other!*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

"FLEA-CIRCUS CONTINGENT" making the rounds of NARTB meetings included this District 11 troupe (seated, l to r): W. G. Eberhart, RCA; Hugh Grahel, RCA Thesaurus; Jerry Gill, AP; Keith Miller, Sesac. Standing, Dick Lawrence, World Broadcasting System; Bill Wilson, UP; Herb Miller, United Television Programs; Bill Reilly, RCA Thesaurus; Cliff Varnum, RCA; William Young, Unity Television.

At The NARTB District Meetings

(For last week's district meetings, see TRADE ASSN.*)*

CEDAR RAPIDS conventioneers at NARTB District 10 meeting included (seated, l to r): Frank Fogarty, WOW-AM-TV Omaha; Herb Ohrt, KGLO Mason City; Ed Breen, KVFD Fort Dodge; Robert Dillon, KRNT Des Moines. Standing, Woody Woods, WHO Des Moines; Bill Shaw, KHMO Hannibal; Mahlon Aldridge, KFRU Columbia; Ernest Sanders, WOC-AM-TV Davenport; Paul Fry, KBON Omaha.

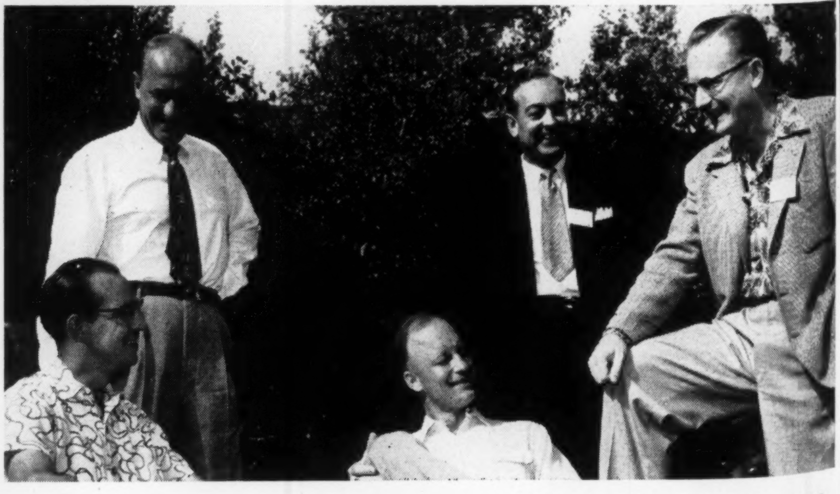
DISTRICT 11 NARTB group (seated, l to r): Dave Gentling, KROC Rochester; Morton Henkin, KSOO Sioux Falls; R. McElligott, KSDN Aberdeen; Gregory Reeser, NARTB. Standing, Gar Packard, Paul Raymer Co.; Dalt LeMasurier, KDAL Duluth; Elmer Hanson, KNOX Grand Forks; Roy Pederson, WDAY Fargo; Harry Linder, KWLM Willmar; Orville Burda, KDIX Dickinson.

WGRD "The People's Station" Grand Rapids
All we have time to think about are—R-E-S-U-L-T-S
Ask—Gill-Perna, Inc.

DELEGATES at NARTB District 10 meeting (seated, l to r): William B. Quarton, WMT-AM-TV, Cedar Rapids; E. K. Hartenbower, KCMO-AM-TV Kansas City, district director; Alice Fisher, KBIZ Otumwa, Iowa; Owen Saddler, KMTV (TV) Omaha; Virgil Sharpe, KOWH Omaha. Standing, Frank Rubel, KCRI-TV Cedar Rapids; Ray Hamilton, Blackburn-Hamilton; Frank Headley, H-R Representatives; Tony Koelker, KMA Shenandoah; Pierre Weiss, World Broadcasting System; Harry Burke, KFAB Omaha.

NINE-MAN group at NARTB District 11 meeting, held in Minneapolis included (seated, l to r): Harry Hyett, WEAU Eau Claire; John F. Meagher, KYSM Mankato, district director; F. E. Fitzsimonds, KFYR Bismarck; Kenneth M. Hance, KSTP St. Paul. Standing, Richard P. Doherty, NARTB; Lee Whiting, KEYD Minneapolis; Robert Tincher, WNAX Yankton; F. Van Konynenburg, WCCO Minneapolis; Walter Bridges, WEBC Duluth.

DISCUSSING agenda of NARTB Dist. 14 meeting in Sun Valley, Idaho, are (l to r seated) Kenneth Nybo, KBMY Billings, Mont.; James D. Russell, KVOR-KKTV (TV) Colorado Springs, Colo.; (l to r, standing) Sam Pew, UP, Denver; Jule A. Renhard, RCA Seattle, and Ian A. Elliot, KRJF Miles City, Mont.



MILESTONES

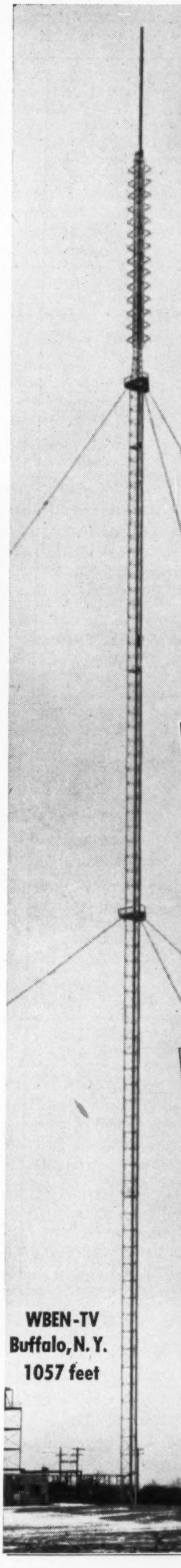
▶ WBZ Boston, which claims to be the second oldest radio station in the world, celebrated its 32d anniversary during the week of Sept. 20-26. Today WBZ, licensed to Westinghouse Radio Stations Inc., is on 1030 kc with 50 kw directional antenna, is an NBC affiliate and has a tv and an fm outlet, WBZ-FM-TV. All three outlets are housed in a modern radio-tv center completed in 1948.

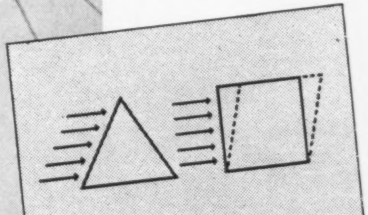
▶ HILDA WOEHRMEYER, sales service director of WOWO Fort Wayne, Ind., has been honored with a 20-year-service pin for her 23 years with WOWO including 20 years with Westinghouse Radio Stations Inc., licensee.

TWENTY-five years' service with Westinghouse Radio Stations Inc. was marked for W. H. Hauser (1), assistant station manager for WBZ-TV Boston and chief engineer for WBZ-AM-TV, with a luncheon and pin award. He is congratulated by W. C. Swartley, WBZ-TV manager. Mr. Hauser's service has been at KYW Philadelphia, KDKA Pittsburgh, WBZA Springfield and the Boston stations.

▶ KTTV (TV) Hollywood's *Calo Pet Exchange,* weekly half-hour program which finds homes for unwanted pets, last month started its fifth year on tv. Packager-m.c. Frank Wright received a plaque from Lt. Gov. Goodwin J. Knight on behalf of California for "his many years of service in animal welfare." The program recently was renewed for the fourth consecutive year by Calo Dog Food Co., Oakland, Calif.

▶KLAC-TV Hollywood marked its fifth anniversary Sept. 17. The station commenced operation Sept. 17, 1948, with the telecast of U.S.C.-Utah football game in the Los Angeles Coliseum.





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SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

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Tall or short...for TV, Microwave, AM, FM... Ideco tower know-how keeps you on the air.

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Visit us in ROOM 2225

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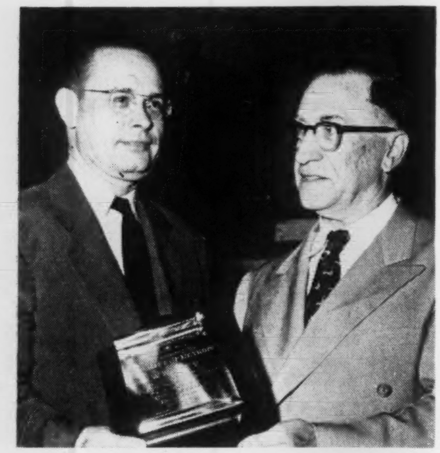

PUBLIC service award plaque was presented recently to Edwin K. Wheeler (l), general manager of WWJ-TV Detroit, by Mayor Cobo. Citation was for the station's cooperation with the city in televising a series of programs, called *City Affairs*, designed to acquaint the public with functions of each city department.

WPIX (TV) Plans Telethon

PLANS for a 12-hour telethon on behalf of the Arthritis and Rheumatism Foundation on WPIX (TV) New York Oct. 31-Nov. 1 were formulated at a meeting in New York Sept. 22 by a group of executives in the radio, television, recording and talent fields. Presiding at the session was Ben Duffy, president of BBDO, and co-chairman of the talent committee for the benefit telecast with James Cecil, president of Cecil & Presbrey. The *Arthritis & Rheumatism Telethon* will be produced by James McGarry of BBDO as a remote from the Carnival Room of New York's Capitol Hotel.

KVOE Sets Marathon

ORANGE County (Calif.) Community Chest drive will kick off with a 17-hour broadcast Oct. 16 on KVOE Santa Ana. Dignitaries and officials will appear on the station's program throughout the marathon broadcast, which will mark the first day of the local operation since it left MBS.

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

WINN's Tips

POLICE bulletins to furnish information on robberies, stolen checks and similar items are being broadcast twice-daily by WINN Louisville, Ky. Station President-General Manager Harry McTigue describes the programs, at 10 a.m. and 4 p.m., as a service "particularly to the business houses which are being hooked daily with bad checks and counterfeit money."

CKOM Awards Scholarships

CKOM Saskatoon is awarding two scholarships to high school students with the highest marks during the year. The scholarships will be used to pay tuition fees at the U. of Saskatchewan there.

CKWX News Bulletin

CKWX Vancouver daily sends a printed news bulletin to the Vancouver General Hospital for distribution with every patient's breakfast tray. The news is prepared each morning by CKWX and is distributed within an hour of the time the news is received. Station officials said when patients cannot dial the station for newscasts, they still will receive late CKWX news.

Foundation Unit Named

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres; Edward J. Noble, chairman of the AB-PT Finance Committee, and Harrison K. McCann, board chairman of McCann-Erickson, are among those named to the campaign committee for 1954 Greater New York Campaign of the National Foundation for Infantile Paralysis.

WJAG History Course

WJAG Norfolk, Neb., has announced scheduling, from Sept. 23 through Dec. 16, of a series of quarter-hour historical program, *The Nebraska Story*, designed for "in-school" listening each Wednesday. The programs, requested by the Nebraska Historical Society, supplement classroom history instruction. Some 145 school instructors and education officials have been notified of the WJAG programs and some 50 of them have replied that they are using the radio programs as a supplement.

'Operation Kids Day'

WPIN St. Petersburg, Fla., donated two hours of air time to "Operation Kids Day" in a drive sponsored by the local Kiwanis Club to assist underprivileged children. More than $500 was raised through sale of spot announcements and newscasts to local businessmen and additional funds were collected by telephone requests to the station, accompanied by donations.

TV NEWSREEL

DISCUSSING October starting of NBC-TV *Colgate Comedy Hour* are (l to r): James C. Douglass, radio-tv dir., Ted Bates & Co.; Rolland W. Taylor, v.p. for adv., Colgate-Palmolive-Peet Co.; George T. Laboda, radio-tv dir., C-P-P, and John K. Herbert, NBC-TV v.p. for sales.

BULOVA Watch Co. is first to buy time on share-time ch. 10 in Rochester (WHEC-TV, WVET-TV). L to r, Charles Davies, Everett-McKinney for WHEC-TV; Mildred Fulton, Biow Agency, timebuyer; Edwin Pancoast, Bolling Co. for WVET-TV, and Ervin Lyke, WVET-TV pres. Ch. 10 target date is Nov. 1.

AGREEMENT for televising Notre Dame U. football games on WTAO-TV Cambridge-Boston by the Howard Johnson restaurant chain are (l to r): Howard D. Johnson, chain's pres.-treas.; John T. Burke, pres., Notre Dame U. Club of Boston, and Frederic S. Bailey, WTAO-AM-TV gen. mgr.

RONZONI Macaroni Co. Inc. will sponsor the Ziv Tv show, *I Led Three Lives*, on alternating weeks with U. S. Tobacco Co. on WNBT (TV) New York. L to r, Jay Heiten, WNBT sls. mgr.; Herbert Philbrick, upon whose activities as an FBI undercover agent the show is based; J. L. Benedict, Ronzoni adv. mgr., and Rino Negri, acct. exec., Emil Mogul Co., agency for Ronzoni.

CBC GRANTS TV TO FIVE; DOMINION TOTAL NOW 20

Calgary, Edmonton, Kingston, Kitchener and Saskatoon get the new facilities as the CBC expressed preference for those applications which show local interests among the principals.

CANADA

LOCAL INTERESTS were given preference in granting of new tv stations in Canada by the recommendations of the Board of Governors of the Canadian Broadcasting Corp. at its meeting at Winnipeg Sept. 24. Announcement of five new tv station license recommendations and four new am stations were made at Ottawa on Sept. 28.

Calgary Television Ltd., consisting of CFAC, CFCN and CKXL, all of Calgary, Alta., has been licensed to operate on ch. 2 with 10.9 kw video and 5.45 kw audio.

CFRN Edmonton, Alta., was successful applicant for tv at Edmonton, on ch. 3 with 23.9 kw video and 14.3 kw audio. The CBC Board ruled that CFRN be granted because two other applicants had tv interests outside Edmonton or were not primarily a local group. Multiple ownership of tv stations was specifically mentioned in denial of Edmonton Television Ltd., owned by CJCA Edmonton, whose directors also had interests in tv station at Calgary and at Hamilton.

CKWS Kingston, Ont., was granted a tv on ch. 11 with 90 kw video and 54 kw audio. Directors of CKWS were turned down on an application for a tv station at Kitchener, again because of the multiple ownership ruling. Central Ontario Television Ltd., Kitchener, in which CKCR Kitchener has a quarter interest, was recommended for ch. 13 with 17.9 kw video and 10.72 kw audio. Half-owners of this company is Famous Players Canadian Corp., which has a share in CFCM-TV Quebec. This multiple ownership was ruled allowable as CFCM-TV would operate primarily in French language.

CFQC Saskatoon, Sask., was recommended for tv on ch. 8 with 35.9 kw video and 17.9 kw audio. The *Saskatoon Star-Phoenix* (daily) application was denied on grounds of multiple ownership with CKCK-TV Regina, and that of CKOM Saskatoon was denied because that of CFQC was more satisfactory.

CKLW-TV Windsor-Detroit application for increase in power from 103 kw video to 250 kw video on ch. 9 was approved, subject to FCC approval under terms of the Canada-U.S.A. Television Agreement, on grounds that such added power would give station wider Canadian coverage.

Deferred were applications of CHEX Peterborough, Ont., and CFCY Charlottetown, P. E. I., for tv stations.

This brings to a total of 20 the number of tv stations licensed in Canada, only three of which are on the air at present, while another four are expected to be on the air by the end of the year.

New am stations were recommended for E. F. Job at Brampton, Ont., for 250 w on 1090 kc daytime only; for Radio Alleghanys Inc., for station at Montmagny, Que., 250 w on 1490 kc; for F. Rufiange and C. Couture for a station at Three Rivers, Que., 1 kw on 1350 kc; for J. O. Masse for a station at Chicoutimi, 250 w on 1450 kc; and an fm license to CKLC Kingston, 250 w on 88.9 mc, to act as studio-transmitter link as well as fm station.

CJAD Montreal was recommended for a power increase from 5 kw to 10 kw on 800 kc. VOWR St. John's, Newfoundland, was recommended for increase from 500 w on 600 kc to 1 kw on 800 kc. CKOM Saskatoon received approval for increase from 250 w on 1340 kc, to 5 kw on 1420 kc.

A number of share transfers were approved and CKCV Quebec was recommended for a 1 kw emergency transmitter.

$1.25 Million Winnipeg Am-Tv Center Opens

CANADA

NEW $1,250,000, three-story broadcasting center for Winnipeg was opened Sept. 25 by the Canadian Broadcasting Corp. at 541 Portage Ave. in what was formerly a garage and automobile showroom.

The building houses seven radio studios for CBW Winnipeg, a two-story tv studio, and will house a tv transmitter and 100 radio and 50 tv staff members. Alterations on the building began last year.

Studios are located on the first and second floors, with engineering, program clearance, newsroom and announcer staff offices on the second floor. Regional and executive offices and program producers are on the third floor. First floor contains the lobby and treasurer's offices. The basement contains prop rooms, lounges and storage rooms. The tv transmitter will be installed later in the year in time for planned operation early in 1954 (as CBWT Winnipeg).

Radio Engineer Wanted

TURKEY

TURKEY has contacted the State Dept. through the International Telecommunication Union that it wishes to acquire services of an engineer specializing in broadcasting under the Point 4 technical assistance program. Duration of employment would be four months. Salary was not given, but the State Dept. pointed out that the Point 4 positions generally pay $300-$350 a month for technicians and $900-$1,000 a month for international experts. Contact: Helen G. Kelley, Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

More Advertisers Buy As Canadian Tv Grows

CANADA

WITH ABOUT 60% saturation of tv receivers in the Toronto area, more international advertisers are buying time on Canadian tv stations. Latest addition is RCA-Victor Ltd., Montreal, through Spitzer & Mills, Toronto, which is sponsoring the *Dennis Day Show* Sunday evening, starting Oct. 18, on CBLT (TV) Toronto, CBOT (TV) Ottawa and CBFT (TV) Montreal. The show will be microwaved from New York via Buffalo.

Imperial Tobacco Co., Montreal, through Cockfield, Brown & Co., Montreal, in addition to televising the major Canadian football games on the CBC-TV network, Saturday afternoon, will relay top U. S. football games by microwave on Sunday afternoon. Singer Sewing Machine Co. of Canada, Toronto, through Young & Rubicam Ltd., Toronto, is importing *Four Star Theatre* via film Satur-

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THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

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- Ground Systems
- Coaxial Transmission Lines
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A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors. For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.

Tops in Towers

TOWER
Construction Co.
SIOUX CITY, IOWA

day, beginning Oct. 10, on CBLT Toronto.

Smith-Kline & French, Montreal, on CBC-TV, will import six productions of *The March of Medicine* on Saturday evenings this winter and next spring.

CBA Central Unit Meet

CANADA

TRANSMITTER operations and color television will feature the two-day technical conference of the Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont., Oct. 7-8. Features: a session on test equipment by G. McCurdy of McCurdy Radio Industries Ltd., Toronto; discussion on broadcast lines and microwaves by H. R. Sumner, Bell Telephone of Canada, Toronto; color television by Murray Locke of Canadian General Electric Co., Toronto; and transmitter control by R. J. Norton, RCA Co. Ltd., Montreal. Engineers of member stations will tour the Canadian Westinghouse plant at Hamilton.

Canada Summer Listening

CANADA

THE GRADUAL DROP in summer listening is shown in the second tri-annual report on sets-in-use issued by Elliott-Haynes Ltd., Toronto, for May-August 1953, in Vancouver, Winnipeg, Toronto and Montreal. During the 12-hour day of the report, sets-in-use in May totalled 26.2%, in June 23.4, in July 18.9, and in August 18.7.

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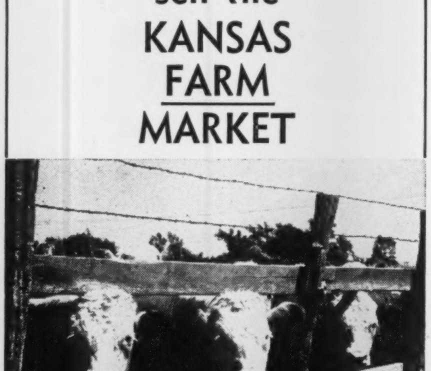
MARKET



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Ben Ludy, Gen. Mgr., WIBW-KCKN
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Washington State Groups Work for Educational Tv

Educational tv leaders expect to produce programs for use on commercial tv outlets until they get noncommercial channels.

WITH the U. of Washington and other Seattle educational institutions already on file with FCC for noncommercial vhf ch. 9, civic leaders in Tacoma and Spokane are working toward development of educational television in their communities, B•T learned last week.

First financing for noncommercial educational tv channels outside Seattle must come from the Washington State Legislature, in the thinking of the Washington State Citizens' Committee for Educational Television, according to Mrs. Arthur Skelton of Seattle, chairman of the group and vice chairman of the Washington Congress of Parents & Teachers. The Legislature does not meet until January 1955, however, so leaders are moving to develop programs for existing commercial outlets.

The pattern to be followed, Mrs. Skelton said, will be similar to the half-hour daily *Community Workshop* on KING-TV Seattle. Mrs. Edward L. Lehan, treasurer of the state committee, is heading the Spokane effort, and in Tacoma the group is working under H. M. Myhrman.

A meeting of the state group Sept. 26 in Seattle agreed on three principal objectives:

1. Establishment by the state legislature of a permanent educational tv commission.
2. Protection of the existing channel reservations, until it can be determined how many will be needed to provide "adequate statewide coverage."
3. Urging of formation of groups in local communities to study the potentialities of educational video, and to develop and present educational programs on all available existing outlets.

KETC (TV) St. Louis Drive Hits $221,500 Funds Total

FUND drive for KETC (TV) St. Louis, noncommercial educational vhf ch. 9 station, has hit the $221,500 mark, according to Arthur H. Compton, chairman, St. Louis Educational Television Commission. Mr. Compton said engineering studies now would be speeded up to enable the commission to announce a prospective "on-the-air" date soon.

Sufficient funds are available now to build and equip the station and to operate KETC for more than a year, Mr. Compton said. The fund total may go higher, it was indicated, because some outlying districts were slow in reporting area totals. Special gifts contributed $153,000 of the total and $68,500 was collected in a house-to-house drive.

The educational outlet also has capital assets of $480,000 which will be used for building the studio and for telecasting equipment. Schools in the area have pledged $138,000 toward the cost of the first year's operation.

Mr. Compton, who said the funds gathering was a step in a drive for an "adequate three-year operating budget," added that he hoped campaign committees and teams will continue to operate after the current money drive is completed.

WICC-TV OFFERS BRIDGEPORT COURSES

PLANS for college courses for credit to be offered by television through cooperation of WICC-TV Bridgeport, commercial tv station, and the U. of Bridgeport, have been announced jointly by WICC-TV President Philip Merryman and U. of Bridgeport President James Halsey.

Starting today (Monday) WICC-TV devotes 3-4 p. m., Monday-Friday, to college courses; three afternoons to "Personal Adjustment in Family Living," taught by Dr. Abraham E. Knepler, associate professor of sociology; two to "Living With Literature," given by Dr. Milton Millhauser, assistant professor of English.

University students will attend tv classes either in the WICC-TV studio or at monitors on the campus. The public may participate at home and may earn five college credits by completing the 17-week courses. If successful, the program will be extended and enlarged next semester.

D. C. Educ. Tv Fund Push

FUND RAISERS from the Ford Foundation are ready to organize a drive to secure funds for a noncommercial educational tv station in the District of Columbia, Dean Martin Mason of George Washington U.'s Engineering School, told representatives of citizens' groups meeting last Wednesday in Washington to organize an Educational Tv Advisory Council.

Dean Mason is chairman of the Greater Washington Educational Tv Assn.'s board of trustees. He told the advisory group that the Ford Foundation will donate $150,000 for the proposed tv station if another $300,000 is raised. Louise Walker of Montgomery County (Md.) public schools, was named temporary chairman of the advisory group.

GWETA estimates $700,000 will be needed to build the station and operate it for a year and said of 98 organizations who have been asked to join the Advisory Council, 54 have accepted. GWETA is applicant for uhf ch. 26.

NBC-Columbia U. Courses

NBC personnel who will teach 17 courses presented by Columbia U. in cooperation with NBC during the 1953-54 academic year, starting last week, are as follows:

Robert E. Button, account executive, NBC-TV network sales; James H. Cornell, manager, audience measure division of NBC's Research and Planning department; Sydney H. Eiges, vice president in charge of press for NBC; James A. Glenn, manager, staging services and special effects department, NBC-TV; William C. Hodapp, executive producer of *American Inventory* program; Warren Jacober, staff director, NBC-TV; Patrick J. Kelly, head of NBC announcing staff; Edward King, NBC production director; James Nelson, NBC advertising manager for radio; Ralph Howard Peterson, director of NBC's *Camel News Caravan*; Arch Robb, manager of program services, NBC; Ferdinand A. Wankel, union relations coordinator in NBC's labor relations department, and William R. Weinstein, NBC morning news desk supervisor.

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview"—TEXAS

SOME of the men who will engineer future educational tv stations inspect television equipment at RCA's laboratories in Camden, N. J. L to r: Norman A. Lucas, WTLV (TV) New Brunswick, N. J. (New Jersey State Dept. of Education); Jack Cheneweth, KETC (TV) St. Louis (St. Louis Educational Tv Commission); John Stiehl, state of Wisconsin, Madison (applicant for station); J. R. Brugger (seated), U. of Illinois, Urbana, Ill. (applicant); Dean Moore, KETC (TV) St. Louis. Engineers and technicians from 10 future tv educational outlets enrolled in RCA's 17th Technical Television Training Program held in Philadelphia [B•T, Sept. 14].

S. D. Educational Tv Group

GOV. Sigurd Anderson last week announced creation of a South Dakota Educational Television Committee to study the possibilities of educational tv in his state.

Applications for the state's four FCC-allotted noncommercial, educational channels have been made by the U. of South Dakota (KUSD Vermillion), Augustana College at Sioux Falls and the public schools of Pierre and Brookings.

Committee members: Chairman Keith Nighbert, manager, KUSD Vermillion; Dr. Lawrence Stavig, Sioux Falls; Merton Reynolds, Augustana College president; Harold S. Freeman, state superintendent of public instruction, and A. M. Eberle, South Dakota State College.

Chicago Drive Renewed For Educational Tv Outlet

DRIVE to raise funds for an educational, noncommercial tv outlet in Chicago was renewed fortnight ago, with $460,000 of the necessary $800,000 already committed for the vhf ch. 11 operation.

The campaign received fresh impetus at a luncheon of some 150 Chicago businessmen, with Dr. W. R. G. Baker, vice president and general manager of General Electric's Electronics Division, as key speaker. Efforts to raise more funds were apparent throughout the week, among various groups.

Dr. Baker told the group the country needs educational television to interest more people in higher education, and that the New York educational tv system failed, largely because "people were not told what they could get, but about the need for seven stations." He noted progress in educational video the past six months, however, and reported that 80 communities are planning tv outlets.

Edward L. Ryerson, president of the Chicago Educational Television Assn., which proposes to operate the station, said later that his group was handicapped in its fund drive. He hopes to get enough money to hire a director and prepare program samples, looking toward commencement of operation sometime next year.

WTRI's Quaker City Bow As Educational Fm Outlet

NEW EDUCATIONAL fm station, WTRI (FM) Philadelphia, makes its bow today (Monday). Station is operated by Temple U. and will program principally classical music and educational shows. Via the National Assn. of Educational Broadcasters, WTRI will air programs from many of the nation's colleges, Professor John B. Roberts, Temple's director of radio and tv and supervisor of the operation, announced last week. Outstanding students in communications at the university will handle the facility. Studios were constructed by WFIL Philadelphia engineers with aid of a grant from the *Philadelphia Inquirer* (owner of WFIL).

U. of Michigan Tv Series To Start on WPAG-TV

SERIES of live non-commercial tv shows to give students on-the-air tv experience will be inaugurated Oct. 5 on WPAG-TV Ann Arbor by the U. of Michigan's television office and speech department in co-operation with Ted Baughn, station general manager. Arranged by Prof. Garnet R. Garrison, the shows will originate in the university's own three-camera chain studio and will exploit such subjects as news and sports, children's narrations and dramas, interviews, original plays and music recitals.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, ***Manager***
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

More Radio Majors

U. OF SOUTH DAKOTA says the number of students majoring in radio there has tripled in the last two years. According to Director Keith Nighbert one of the main factors contributing to the increase, in addition to expanded facilities and tv work, are the scholarships offered to radio majors by the South Dakota Broadcasters Assn. Of 46 radio majors at the university this year, 21 are freshmen, Mr. Nighbert notes.

RCA Fellowship to Miller

THE RCA Fellowship at Columbia U., made available to pre-doctoral graduate students who have shown "marked ability and promise in the general field of electronics," has been awarded to Robert C. Miller of New York for the 1953-54 season, it was announced last week. The award carries a stipend of $2,700. Mr. Miller will study further "The dimerization of certain diatomic molecules, first noted by Stefan Ochs, a former graduate student and now at the RCA Labs in Princeton."

Radio-Tv Law Symposium

SYMPOSIUM on radio-tv, motion picture and recording legal problems will be conducted by the U. of California Law School, Berkeley, Nov. 12-14.

No. 1 Radio Buy
in New Haven

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Merchandising
more guaranteed in-store food display than any other New Haven station.

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Programs
live wire local plus NBC affiliation = proven audience.

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Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover —
New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

UP READIES FAX NEWSPICTURE PLAN

Mid-October is starting date planned for the new service for television stations, according to Hugh Baillie, UP president.

UNITED PRESS will begin its facsimile Newspicture service for television stations "within a month," Hugh Baillie, UP president, announced last week.

Mr. Baillie said the new UP service will bring ready-to-broadcast pictures directly to tv stations from all of the more than 100 transmitting points on the nationwide UP Telephoto network. The UP facsimile machines, Mr. Baillie added, will operate completely unattended, and will be connected directly to the Telephoto network to receive from all transmitting points without relay.

The new service, according to Mr. Baillie, incorporates recently perfected processes which he described as "exclusive to UP." He declared that these processes will eliminate the delay and loss of picture quality inherent in systems which can transmit only from a single point.

The work of developing an automatic facsimile machine attuned to the Telephoto network, Mr. Baillie continued, was assigned to Jerome J. Callahan, UP's chief telephoto engineer, and John H. Long, a facsimile expert of the Long Laboratory. Working with a Hogan Faximile recorder, Mr. Long, in conjunction with Mr. Callahan, devised several units that permitted the adaptation of the Hogan recorders to Telephoto operation.

Starting date for UP facsimile service probably will be mid-October, according to Mims Thomason, vice president and general news manager. He said the exact date depends on how soon the first equipment will roll off the assembly line. He noted that the first 15 machines already have been allocated, and he expects additional installations as rapidly as machines become available.

Mr. Thomason estimated that 60 or more pictures in the standard seven-by-nine inch size will be the average daily number of UP facsimiles. From 24 to 30 of the most important of these same pictures, he said, will be duplicated during the day in three-by-four inch sizes. The different dimensions are designed to fit the differing broadcasting techniques of stations.

Other services provided by UP to television stations are motion picture news through UP Movietone, spot news photographs by Telephoto and on prints, slides and strip film, the UP tv news wire, the weather forecast and baseball scoreboard shows.

Closed Circuit Color Tv Available, TNT Announces

THEATRE Network Television Inc., New York, announced last week the availability for closed-circuit business meetings and promotional uses of what it described as "the first large-screen color television."

The announcement was made Wednesday by Nathan L. Halpern, president of TNT, at a color Tele-Session held by the Frank H. Lee Co., Danbury, for its retailers at the Plaza Hotel in New York.

Mr. Halpern said that the large-screen color equipment is based on the field sequential system developed by CBS Labs. He pointed out that since closed-circuit tv is a private system, the compatibility issue with regard to black-and-white sets does not arise as in home television. He referred to a recent CBS statement supporting the advantages of the field sequential system for industrial television.

The new large-screen color television facilities, according to Mr. Halpern, will be available for use in single markets or in networks of selected cities. He said it will make possible the participation in business meetings by audiences as high as 500 in each city.

Towers of London Shows Scheduled by NBC, ABC

TWO RADIO network shows, owned and packaged by Towers of London, are starting on NBC Radio and ABC radio in October, Harry Allan Towers, head of the firm, announced last week.

The half-hour *Theatre Royale* stars Sir Laurence Olivier, and each week introduces new stars such as Orson Welles and Michael Redgrave in a format similiar to the *Robert Montgomery Presents* on NBC-TV. It was to be launched on NBC Radio yesterday (Sunday).

Horatio Hornblower, with Michael Redgrave, returns for the second year to ABC radio.

Both programs are prepared and transcribed in London, headquarters of Towers of London.

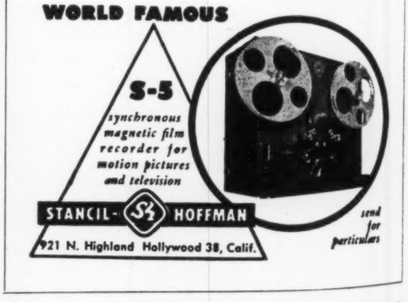
Study Ascap Fee Plans

INDIVIDUAL program fee schedule, governing use of music licensed by American Society of Composers, Authors & Publishers on tv stations, probably will be discussed at semi-annual Ascap meeting of West Coast members at Beverly-Wilshire (Beverly Hills) Hotel Wednesday, the group's Coast executives said.

Under present blanket fee system stations may pay percentage of revenue for unlimited use of Ascap-licensed music. The alternative, individual program fee plan would have stations pay higher rate only for specific programs using Ascap music.

New Pay-See Tv System

NEW subscription tv system was announced last week by Boxoffice Television, 255 W. 84th St., New York. It will be distributed by Wells Television Inc., 52 Vanderbilt Ave., New York, distributor of leased hotel antenna systems and tv receivers. Pictures are scrambled at the station transmitter or at the input to the master antenna system and are unscrambled at the tv set by a special decoding key or by inserting the correct fee in a coin box, the company said.


WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.
send for particulars

Live Programs Planned By Community Tv Firm

PLANS for daily live closed-circuit programs for the more than 2,000 subscribers of Television Cable Co., Oil City, Pa., are underway after the first studio pickup by the community tv system Sept. 15-16.

Regular local programming, with time to be sold, is expected within 30 days, according to B. A. Drelich, president and manager. The plan is to operate local studio and remotes two to three hours a day, using one of the three channels now fed to Oil City subscribers. Television Cable Co. picks up WDTV (TV) Pittsburgh, WJAC-TV Johnstown, and WFBG-TV Altoona, Pa.

The local originations will mark a departure in community television operations, which heretofore have picked up and relayed existing tv signals from metropolitan stations. Only other plans to originate local programming were revealed last June by Community Tv Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; Trans Video Corp., Pottsville, Pa.; Potomac Valley Television Co., Cumberland, Md.

Meanwhile, the FCC received no response last week from J. E. Belknap & Assoc., which had asked FCC permission to establish an intercity microwave relay link to feed St. Louis and Memphis tv signals to community tv systems in Kennett, Mo., and Osceola, Ark. The FCC had raised a number of questions, and specified Sept. 24 as the deadline, following a 60-day extension at the request of the Belknap principals.

Also reported last week was the beginning of construction by the Blue Mountains Television Cable Co. of a community tv system costing up to $150,000 for Walla Walla, Wash., 120 miles from Spokane. Blue Mountains company is backed by J. H. Whitney Co., New York private investment firm.

Copyright Suit Filed By A-Men Productions

COPYRIGHT infringement suit for $125,000 has been filed in Los Angeles Federal Court against Lewis Food Co. (Dr. Ross dog and cat food); ABC; Helen Law Moser, executrix of the William J. Moser estate which controls *Space Patrol,* and program writer Richard Morgan. Plaintiff, A-Men Productions Inc., Hollywood, charges that a group of episodes telecast on KECA-TV that city last March closely resembled portion of the feature film, *The Magnetic Monster,* which was theatrically released at the beginning of the year. *Space Patrol* then was sponsored locally by Lewis Food on a five-times-weekly, quarter-hour basis.

Plaintiff, also charging unfair competition, seeks to enjoin further showing of the video program insofar as it infringes upon the feature film and requests a financial accounting of the episode in question.

Ascap Lists Repertory

APPROXIMATELY 837 works by 180 composers, most of them living, will be listed in "American Symphonic Works in the Ascap Repertory," now being compiled, Stanley Adams, Ascap president, has announced. Only 500 copies of the catalog will be issued, with distribution limited to selected symphony orchestras, music schools and libraries.

BMI Backs Concert

BROADCAST Music Ltd. of Canada and BMI are co-sponsors of the first major concert of contemporary Canadian music in the U. S., to take place Oct. 16 at New York's Carnegie Hall, with Leopold Stokowski the conductor. Canadian Broadcasting Corp., Canadian Assn. of Broadcasters, and Canada Foundation are cooperating in the concert, which is the first of a planned annual series.

Social Security Series

SERIES of 14 dramatized recordings is being offered by Social Security Administration district offices to radio stations for public service programs to emphasize points SSA describes as worth knowing about social security. Each of the *And for Tomorrow* series is 14½ minutes. Scripts are by Don Spatz, and John McKercher is producer-director.

Catholic Paper Media Column

THE Catholic weekly newspaper, *Our Sunday Visitor,* Huntington, Ind., is beginning a column by Dale Francis which it describes as "A Guide for Family Entertainment" and "Radio . . . Movies . . . Television. . . ." Mr. Francis, according to F. A. Fink, managing editor, currently is making a broadcast on WBT Charlotte, N. C. The newspaper claims a circulation of 800,000.

More Than $50 Million In Free Tv Films Noted

AN estimated $50 million is invested in educational and public relations film made available to television stations, according to Judy Dupuy, editor of the Broadcast Information Bureau's Directory of "Free" Tv Film.

Underwriters of these films, Miss Dupuy said, include large industrial firms such as U. S. Steel and opinion-influencing groups such as the National Assn. of Mfgs. She said print costs for these films run in excess of $5 million.

The Directory of "Free" Tv Film is one of the seven tv film directories published regularly by the Broadcast Information Bureau, New York.

PROGRAM SERVICES SHORTS

Filmusic Co., N. Y., music-on-film library tv producers, locates West Coast quarters at Filmservice Laboratories, 6327 Santa Monica Blvd., Hollywood, with **Roberta Adye** as West Coast representative.

Wilcox-Gay Corp., N. Y. (magnetic tape recorders), announces two additional one-story buildings have been constructed adjacent to its plants in Charlotte, Mich., adding 25,000 square feet to present Charlotte facilities.

TV-Unlimited Inc. (package producer of radio and tv programs) moves to larger quarters at 17 East 45th St., N. Y. 17. New telephone number is Oxford 7-0725.

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the finest
remote control
system available . . .
positive control
20 metering circuits
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SCHAFER REMOTE CONTROL SYSTEM

satisfied customers coast to coast
one year guarantee
two weeks delivery
complete — ready to install **$1645**

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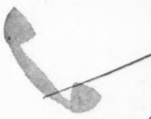


PERSONNEL RELATIONS

WOR STRIKE ENDS, AM EMPLOYES BACK

SIX-WEEK-OLD strike against WOR-AM-TV New York by 163 engineers and technicians ended last week when General Teleradio Inc., owner of the station, and Local 1212, International Brotherhood of Electrical Workers (AFL) agreed on a new 21-month contract.

Some 96 employes of the radio station returned to work Monday morning, but the full complement of WOR-TV engineers and technicians will not be on the job until regular programming is resumed over the tv station from a new transmitter and antenna site atop the Empire State Bldg.

One sideline effect of the settlement was a decision by WOR-TV to return to the air temporarily to carry coverage of the World Series, starting last Wednesday. A small group of WOR-TV employes was pressed into service for this emergency coverage, which was carried as a public service, but it was stressed by the station that there is no intention to resume regular programming until the move to the Empire State Bldg. is accomplished.

Announcement of settlement of the strike, which began Aug. 18, came from Thomas F. O'Neil, president of General Teleradio, and Charles Calame, business manager of the union. The brief statement said that "all differences" had been "resolved to mutual satisfaction," but no details were given.

The dispute did not center around wages but around a work assignment clause for engineers and technicians, which the union asserted could lead to a reduction in force.

WOR continued to operate during the strike by using supervisory personnel but WOR-TV closed Sept. 13. At that time Mr. O'Neil indicated the television station would be back on the air about a month after the strike ended.

TWA Votes on Anti-Red Oath

MAIL VOTE on a constitutional amendment requiring an anti-communist oath for the executive board of Television Writers of America is underway among TWA membership, with votes to be counted at an Oct. 8 membership meeting in Hollywood, TWA recently rejected a proposal that its entire membership take anti-communist oaths and the present referendum measure was substituted.

AWARDS

AT THE final broadcast of *Romance of Engineering*, summer series heard on WEEI Boston, Arthur C. King (second from l), station production manager, received a citation from Massachusetts Society of Professional Engineers. At the ceremony were (l to r) Harvey J. Struthers, WEEI general manager; Mr. King; Wm. F. Ryan and Bert F. Whitehurst, who collaborated on the scripts, and Clarence R. Westaway, president of MSPE.

Sylvania Tv Awards Dinner Set Dec. 1 in New York

SYLVANIA Television Awards for outstanding programs in the visual broadcast medium will be presented for the third consecutive year, Don G. Mitchell, board chairman for Sylvania Electric Products Inc., announced Wednesday.

Awards will be made to tv programs on the air from Nov. 1, 1952 to Oct. 31, 1953. Presentations will be made at the Awards Dinner at Hotel Pierre in New York Dec. 1. Networks, stations, sponsors and their advertising agencies will receive duplicate awards or certifications for their participation in the shows.

Deems Taylor, chairman of the committee of judges in 1951 and 1952, will serve in the same capacity again this year. Other judges on the committee are:

Charles Brackett, president of the Academy of Motion Picture Arts and Sciences; G. D. Crain Jr., publisher of *Advertising Age;* Frank Leahy, head football coach at U. of Notre Dame; Judge Samuel S. Liebowitz of New York; Raymond Loewy, industrial designer; Herschel D. Newsom, master of the National Grange; Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs; Joseph P. Anderson, executive secretary of the American Assn. of Social Workers; Dean Kenneth Bartlett, director of the radio and television center of Syracuse U.; Dorothy Draper, decorator, designer and stylist; James A. Farley; Ford Frick, commissioner of baseball; Mrs. John E. Hayes, past president of the National Congress of Parents and Teachers; Dr. Robert L. Johnson, president of Temple U., and Oscar Serlin, theatrical producer.

Direct Mail Radio-Tv Awards

NBC Western Network and KJR Seattle were announced as winners of the Direct Mail Adv. Assn. awards for outstanding direct mail campaigns for radio and tv network and stations, respectively, Wednesday in Detroit, at the opening session of the DMAA 36th Annual Conference, held at the Hotel Statler there, Wednesday through Friday. Helen Murray Hall, NBC western manager of advertising and promotion, and J. A. Morton, KJR vice president and general manager, were named as the individuals responsible for the winning campaigns.

NBC-TV Names Winners Of 'Trade-Ad' Contest

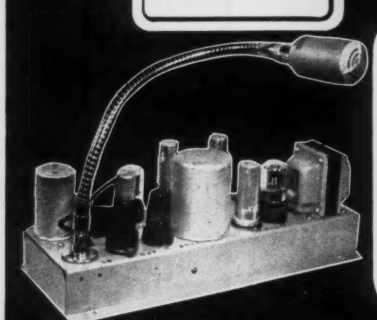
PATRICIA MINKNER, a secretary with Dan B. Miner Co., Los Angeles agency, was first-prize winner of NBC-TV's "Trade-Ad" contest, it was announced last week by Jacob A. Evans, NBC director of advertising and promotion.

Mr. Evans said more than 6,000 entries were received for the contest, held in conjunction with a series of trade advertisements covering major NBC-claimed points of tv network leadership. Mrs. Minkner, who was credited with listing correctly nine basic points of "leadership of NBC-TV network," will receive $1,000 in RCA products.

Four runners-up, each of whom listed eight points of "NBC-TV leadership," will receive 21-inch RCA Victor television sets. They are: George E. Morgan of the advertising department of Swift & Co., Chicago; Mrs. Florence C. Dragon, secretary to J. M. Cleary, vice president of Roche, Williams & Cleary, Chicago; Stewart Henderson Britt, executive vice president, Needham, Louis & Brorby, Chicago; and John L. McQuigg, executive vice president, Lennen & Newell, Detroit.

Mack Gets Award

TED MACK, host of NBC-TV's *Original Amateur Hour,* was presented on Sept. 26 with the first annual Robert L. Van Memorial Award, which will be made each year to an "outstanding show-business personality in recognition of his activity in behalf of Americanism and humanitarianism." The award is made by the Negro newspaper, *Pittsburgh Courier,* in the name of its founder.



the GATES Announco-mote

Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV (48), 12/10/52—Unknown.**

Birmingham, **WSGN-TV (42), 12/18/52—Unknown.**

Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/11/53, Hollingbery. (share time with KOY-TV).

Phoenix, **KOY-TV** (10), 5/27/53-10/11/53, Blair TV (share time with KOOL-TV).

Yuma, **KIVA (TV) (11), 3/25/53-10/4/53, Grant.**

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.

Little Rock, **KETV (TV) (23), 10/30/53—Unknown.**

Pine Bluff, **KATV (TV)** (7), 6/18/53-11/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1/53.

Corona, **KOWL Bcstg. Co.** (52), 9/16/53—Unknown.

Eureka, **KIEM-TV** (3) 2/11/53-10/18/53—ABC, CBS, DuM, NBC, Blair-TV.

Fresno, **John Poole** (53), 8/12/53—Unknown.

Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.

Merced, **Merced Tv Corp.** (34), 9/16/53—Unknown.

Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.

Salinas, **KICU (TV)** (28), 1/15/53-Fall '53.

San Bernardino, **KITO-TV (18), 11/6/52-Fall '53, Hollingbery.**

San Bernardino, **Orange Belt Telecasters** (30), Initial decision 9/18/53.

San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).

San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, Mc-Gillvra.

San Jose, **KVIE (TV)** (48), 6/17/53-Oct. 54.

Stockton, **KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.**

Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/10/53—DuM, Forjoe (N. Y.), Cal-Central Network.

Yuba City, **KAGR-TV (52), 3/11/53—Unknown.**

COLORADO

Denver, **KDEN (TV) (26), 7/11/52—Unknown.**

Denver, **KIRV (TV) (20), 9/18/52—Unknown.**

Denver, **KLZ-TV (7), 6/29/53-11/1/53—CBS, Katz.**

Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.

Denver, **KRMA-TV** (*6), 7/1/53—1954.

Grand Junction, **KFXJ-TV (5), 3/26/53-May '54—Holman.**

CONNECTICUT

Bridgeport, **WCTB (TV) (*71), 1/29/53—Unknown.**

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.

Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.

New Haven, **WELI-TV** (59), **6/24/53—Summer '54, H-R** Television.

New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.

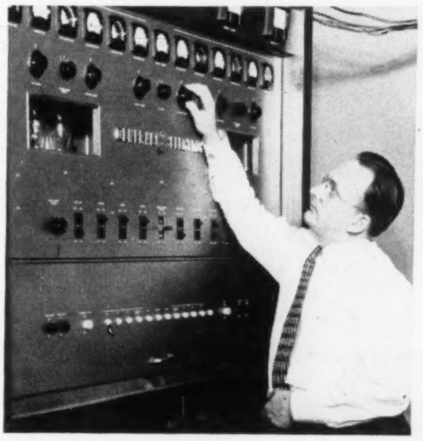
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.

Stamford, **WSTF (TV)** (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

Wilmington, **Delaware Bcstg. Co.** (83), Initial decision 9/15/53.



GEORGE A. MAYORAL, executive vice president of WJMR-TV New Orleans, checks adjustments of the station's new uhf ch. 61 transmitter at GE's Electronics Park in Syracuse, N. Y., prior to its shipment to New Orleans. WJMR-TV hopes to begin telecasting this month.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.

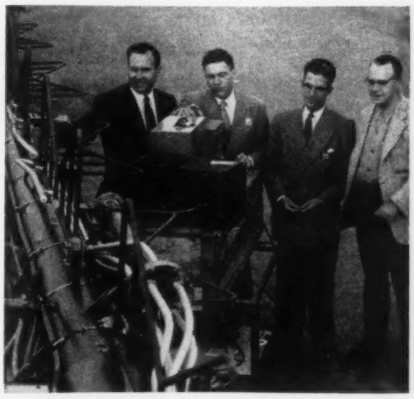
Fort Myers, **WINK (TV)** (11), 3/11/53-Dec. '53—Weed TV.

Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.

Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.

Lakeland, **WOTV (TV) (16), 12/31/52—Unknown.**

Panama City, **WJDM (TV)** (7), 3/11/53-10/25/53, ABC, Hollingbery.



"RUSH" label was put on this eight-bay antenna for WSJS-TV Winston-Salem, N. C., by GE officials at Electronics Park in Syracuse. The radiator was to be on duty at the station in time for last Wednesday's start of the World Series. Testing the assembled antenna are: (l to r) Frank P. Barnes, GE broadcast sales manager; Lloyd O. Krause, head antenna engineer; William J. Morlock, general manager of the commercial equipment department, and Irving Ratnour, commercial service.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-11/15/53, CBS, Hollingbery.

Pensacola, **WPFA-TV** (15), 11/13/52-10/15/53, Young.

Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.

GEORGIA

Augusta, **WJBF-TV** (6), 9/16/53-11/15/53, ABC, NBC, Hollingbery (began testing Sept. 21).

Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.

Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknown.

Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.

Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.

Valdosta, **WGOV-TV** (37), **2/26/53—Nov. '53, Stars National**

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53-11/27/53.

Boise, **KTVI** (TV) (9), 1/15/53-Oct. '53, ABC, Hollingbery.

Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.

Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.

Meridian-Boise, KBOI (TV) (2), 5/14/53—12/1/53.

Pocatello, KISJ (TV) **(6), 2/26/53—Nov. '54, CBS.**

Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.

Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN** (TV) (15,) 3/4/53-11/1/53, ABC, McGillvra.

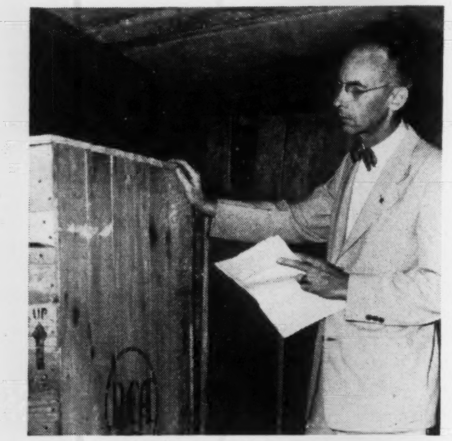
FIRST contract for WKNA-TV Charleston, W. Va., the city's first television station, is signed by Chris Smallridge (l), president of the Holsum Bakery there, with George Gray, station manager. WKNA-TV is operating with 22.5 kw on uhf ch. 49.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

Barr Building . Washington 6, D. C., NA. 8-3233
Lincoln Building . New York 17, N. Y., MU. 7-4242



BOXES of transmitting equipment for WROL-TV Knoxville are given once over by Fred Andrews, vice president in charge of engineering for the Tennessee station.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollingbery.

Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.

Chicago, WHFC-TV (26), 1/8/53—Unknown.

Chicago, WIND-TV (20), 3/19/53—Unknown.

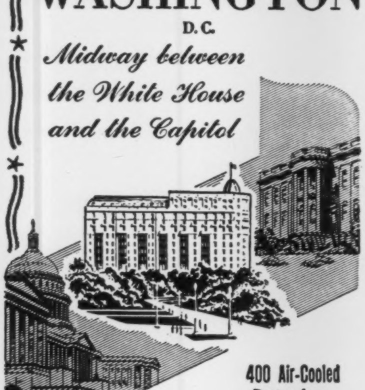
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.

Evanston, **Northwestern Tv Bcstg. Corp.** (32), 8/12/53—Unknown.

Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.

Joliet, **Joliet Tv Inc.** (48), 8/21/53-Unknown.

WASHINGTON
D.C.
Midway between the White House and the Capitol



400 Air-Cooled Rooms from
$6 single
$9 double

HOTEL
Raleigh
on Famous Pennsylvania Avenue

Headquarters for tourists and business people. Pall Mall Room renowned for fine cuisine.

SPECIAL COURTESIES TO HONEYMOONERS.

Consult Your Travel Agent or Write to C. C. SCHIFFELER, President

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

INDIANA

Elkhart, **WSJV (TV) (52), 6/3/53—Unknown.**

Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53, Taylor.

Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. **Raymer.**

Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.

Indianapolis, WNES (TV) (67), 3/26/53-Oct. '53.

Marion, WMRI-TV (29), 3/11/53—Unknown.

Princeton, WRAY-TV (52), 3/11/53-10/15/53.

Waterloo, **WINT (TV)** (15), 4/6/53-12/15/53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.

Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.

Boston, WGBH-TV (*2), 7/16/53-10/1/54.

Boston, J. D. Wrather Jr. (44), 8/12/53—Unknown.

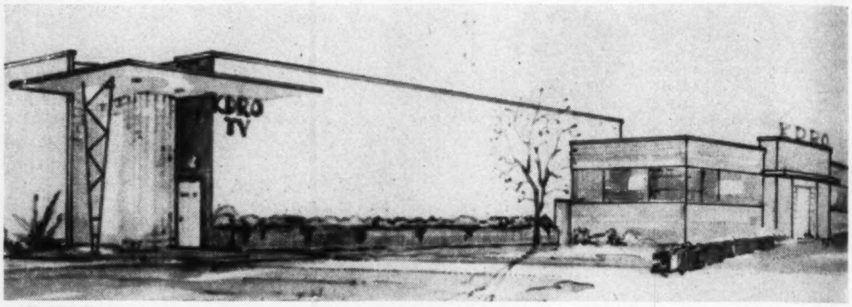
Brockton, Trans-American Enterprises Inc. (62), 7/30/53-Unknown.

Fall River, WSEE-TV (46), 9/14/52—Oct. '53.

Lawrence, **WGLM (TV)** (72), 6/10/53—Unknown.

New Bedford, **WTEV (TV)** (28), 7/11/52—Fall, Walker.

North Adams, WMGT (TV) (74), 2/18/53-10/15/53-Walker.



"MODERN, light and airy" describes the new building for KDRO-TV Sedalia, Mo., due to begin operating early next year. A glass block, 20 ft. high, is located at entrance of 93x37-ft. structure, adjacent to present KDRO studio (r). Construction for new tv building began fortnight ago.

IOWA

Cedar Rapids, **KCRI (TV)** (9), 8/12/53-10/15/53, H-R TV.

Cedar Rapids, **Hawkeye Tv Co.** (20), 7/30/53-10/15/53.

Davenport, KDIO (TV) (36), 3/11/53—Unknown.

Des Moines, **Central Bcstg. Co.** (13), 9/2/53—Unknown.

Des Moines, **KGTV (TV)** (17), 3/26/53-10/21/53, Hollingbery.

Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/15/53, Pearson.

Sioux City, KCTV (TV) (36), 10/30/52—Unknown.

Waterloo, KWWL-TV (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.

Pittsburg, **KOAM-TV** (7), 2/26/53-11/15/53, NBC, CBS, DuM, Katz.

Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA 9/23/53).

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.

Louisville, **WKLO-TV** (21), 11/26/53-Oct. '53, ABC, DuM, Taylor.

Louisville, WLOU-TV (41), 1/15/53—Unknown.

Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.

Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.

Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.

Lafayette, **Evangeline Bcstg. Co.** (10), 9/16/53-3/15/54 (share time with Camellia Bcstg. Co.).

Lafayette, **Camellia Bcstg. Co.** (10), 9/16/53—Unknown (share time with Evangeline Bcstg. Co.).

Lake Charles, **KTAG (TV)** (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.

New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.

New Orleans, WCNO-TV (32), 4/2/53-1/1/54.

New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53, DuM, **Bolling.**

New Orleans, WTLO (TV) (20), 2/26/53—Unknown.

Shreveport, **Interim Tv Corp.** (12), 9/19/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.

Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed TV.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.

Worcester, **WAAB-TV** (20), 8/12/53—Unknown, Hollingbery.

Worcester, **WWOR-TV (14), 6/18/53-10/31/53, Raymer.**

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Fall '53.

Battle Creek, **WBCK-TV** (58), 11/20/52-11/1/53, Headley-Reed.

Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.

Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54.

East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.

Flint, WCTF (TV) (28), 7/11/52-Unknown.

Flint, WFDF-TV (12), Initial Decision 5/11-53.

Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.

Muskegon, WTVM (TV) (35), 12/23/52—Unknown.

Saginaw, **Booth Radio & Tv Stations Inc.** (51), Initial Decision 9/29/53.

COUNTY chairman and city manager double up for ground breaking for WEAU-AM-FM-TV Eau Claire, Wis. Participants are (l to r): Henry Graff, Eau Claire County chairman; Harry Hyett, general manager of stations; T. O. Jorenson, chief engineer; George Anderson, FCC field engineer, and Dan Rowlands, Eau Claire city manager. WEAU-TV, western Wisconsin's first tv station, plans a mid-November opening.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.**
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDX (TV)** (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Oct. '53.

MISSOURI

Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV (30), 2/5/53—Unknown.**
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-10/20/53.
St. Louis, **KETC (TV) (*9), 5/7/53—Unknown.**
St. Louis, **KSTM-TV** (36), 1/15/53-10/15/53, ABC, H-R Television.
St. Louis, **WIL-TV (42), 2/12/53—Late '53.**
Sedalia, **KDRO-TV (6), 2/26/53-1/1/54.**

MONTANA

Billings, **KOOK-TV** (2) 2/5/53-10/8/53, Hollingbery.
Billings, **KRHT (TV) (8), 1/15/53—Early Fall '53.**
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), **4/9/52—Unknown, Hollingbery.**
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV (45), 4/22/53—Unknown.**
Manchester, **WMUR-TV** (9), **8/26/53—Unknown.**
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN (TV) (52), 1/8/53—Unknown.**
New Brunswick, **WDHN (TV) (47), 4/2/53—Unknown.**
New Brunswick, **WTLV (TV) (*19), 12/4/52—Unknown.**
Trenton, **WTTM (TV)** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, **KNEH (TV) (12), 3/4/53—Unknown.**
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR (TV) (23), 6/10/53—Unknown.**
Albany, **WROW-TV** (41), 4/16/53-10/15/53, ABC, DuM, Bolling (test patterns due Oct. 8).
Albany, **WTVZ (TV) (*17), 7/24/52—Unknown.**
Binghamton, **WQTV (TV) (*46), 8/14/52—Unknown.**
Buffalo, **WTVF-TV (*23), 7/24/52—Unknown.**
Ithaca, **WHCU-TV (20), 1/8/53-11/15/53.**
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV (58), 1/23/53—Unknown.**
Kingston, **WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.**
New York, **WGTV (TV) (*25), 8/14/52—Unknown.**
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, **Everett-McKinney (share time with WVET-TV).**
Rochester, **WRNY-TV (27), 4/2/53—Unknown.**
Rochester, **WROH (TV) (*21), 7/24/52—Unknown.**
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, **Bolling (share time with WHEC-TV).**
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY** (48), 12/23/52-Winter '53, Weed TV.

NORTH CAROLINA

Chapel Hill, **WUNC-TV** (*4) 9/30/53—Sept. '54.
Charlotte, **WAYS-TV (36), 2/26/53-11/15/53, ABC,** Bolling.
Durham, **WCIG-TV** (46), **2/26/53-11/1/53**—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV (57), 11/20/52-10/30/53, ABC, Bolling.**
Greenville, **WNCT (TV)** (9), 3/11/53-11/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Cincinnati, **WCIN-TV (54), 5/14/53—Unknown.**
Cleveland, **WERE-TV (65), 6/18/53—Fall '53.**
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-Fall '53, Headley-Reed (began tests 9/27/53).
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53-12/1/53, CBS (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/15/53, DuM, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/11/53, ABC, CBS, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, **Bolling.**

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV** Inc. (13), 5/14/53—Oct. '53, **Hollingbery.**
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS, Avery-Knodel (began tests 9/29/53).
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Salem, **Oregon Radio** Inc. (3), 9/30/53—Unknown.

DEDICATION of building and facilities for KCSJ-TV Pueblo, Colo., is accomplished as Alan Courtney, NBC Western Division representative, puts the finishing touches to the cornerstone. Overseeing the operation is Doug Kahle, station manager. KCSJ-TV programs on vhf ch. 5, and expects to be interconnected with NBC-TV by May 1954. Paul Gale, Western Division traffic manager, accompanied Mr. Courtney to Pueblo for the dedication ceremonies.

OPENING DAY celebration Sept. 19 for KTVH (TV) Hutchinson, Kan., brought these three together: (l to r) Frank Headley, president, H-R Television Inc., station representative; KTVH President W. D. P. Carey, and Dwight Reed, H-R vice president.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Great Lakes TV Co.** (35), Initial Decision 9/8/53.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/15/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-Spring '54, ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '53, Walker.
Danville, **WBTM-TV** (24), 12/18/52-Dec. '53, Hollingbery.

MAYOR and broadcaster break ground for KFBB-TV Great Falls, Mont., which hopes to have test patterns on air some time in November. On shovel are Great Falls Mayor James Austin (l) and KFBB-TV President-General Manager J. P. Wilkins. Onlookers are (l to r): James McQuaid, Mitchell & Sons, contractor; Don Morrison, Rainbow Electric Co.; Joe Klemens, A. T. Klemens & Son; William Hess, McIver, Hess & Haugsjaa, architects; R. W. Eklund, Great Falls Chamber of Commerce president; Wilbur Myhre, KFBB chief engineer; C. E. Mitchell, contractor, and LeRoy Stahl, KFBB director of television.

York, **WNOW-TV** (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53-10/15/53, Blair TV. (granted STA 9/23/53).

SOUTH CAROLINA

Anderson, **Wilton E. Hall** (40), 9/30/53—Unknown.
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina Tv Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-10/11/53,Pearson.
Knoxville, **WTSK (TV)** (26), 3/26/53-10/10/53.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Beaumont, **KBMT (TV)** (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Houston, **KNUZ-TV** (39), 1/8/53-10/8/53, DuM, Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53-10/22/53, ABC, DuM, Forjoe. (Test patterns due Oct. 15).

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-10/25/53, ABC, Forjoe (tests due 10/11/53).
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-10/8/53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53-11/26/53, Hollingbery.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.
Superior, **Ridson Inc.** (6), Initial decision, 9/9/53.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53-10/15/53, ABC, CBS.
Anchorage, **KTVA (TV)** (11), 7/30/53-12/15/53.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.

ACTIONS OF FCC

Sept. 24 through Sept. 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†152
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

---

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,480	2,465	141	12	76
Fm	581	547	54	9	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	170	268	438[1]
Educational	8	13	21

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	832	337	656	513	1,170[2]
Educational	50		24	26	50[3]
Total	882	337	680	539	1,220[4]

[1] Nineteen CPs (6 vhf, 13 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 21 already granted.
[4] Includes 457 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New Tv Stations . . .

ACTIONS BY FCC

Chapel Hill, N. C.—U. of North Carolina (WUNC-FM), noncommercial educational vhf ch. 4 (66-72 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 920 ft., above ground 933 ft.; estimated construction cost $170,096, first year operating cost $244,200. Post office address Earl Wynn. Communication Center, U. of N. C., Chapel Hill. Studio location on campus. Transmitter location at 300 block of Pittsboro Rd. Geographic coordinates 35° 52′ 49″ N. Lat., 79° 02′ 05″ W. Long., Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Counsulting engineer A. D. Ring & Assoc., Washton. Granted Sept.30.

Salem, Ore.—Oregon Radio Inc. (KSLM), vhf ch. 3 (60-66 mc); ERP 5.5 kw visual, 2.75 kw aural; antenna height above average terrain 970 ft., above ground 224 ft. Estimated construction cost $203,007, first year operating cost $200,000, revenue $225,000. Post office address % Senator Hotel, Salem, Ore. Studio location Senator Hotel, Salem. Transmitter location 4.8 mi. NW of Salem. Geographic coordinates 44° 58′ 36″ N. Lat., 123° 08′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Black, Kendall & Fain, Portland, Ore. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals include President **Glenn E. McCormick** (50%), Secretary-Treasurer **Paul V. McElwain** (50%) and Vice President **John W. Kendall**. Granted Sept. 30.

Anderson, S. C.—Wilton E. Hall (WAIM and WCAC [FM]), uhf ch. 40 (626-632 mc); ERP 135 kw visual, 67.6 kw aural; antenna height above average terrain 380 ft., above ground 418 ft. Estimated construction cost $401,444, first year operating cost $150,000, revenue $138,000. Post office address P. O. Box 806, Anderson. Studio and transmitter location Anderson College campus. Geographic coordinates 34° 30′ 52.6″ N. Lat., 82° 38′ 15.2″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Applicant owns Independent Publishing Co. (*Anderson Independent* and *Mail*), Palmetto Publishing Co., National Stamp News, Hall Starr Farm and Hall Bcstg. and Television Co. (transcriptions). Granted Sept. 30.

Vancouver, Wash. — Vancouver Radio Corp. (KVAN) uhf ch. 21 (512-518 mc); ERP 107 kw visual, 62 kw aural; antenna height above average terrain 1,014 ft., above ground 254 ft. Estimated construction cost $220,387, first year operating cost $560,000 revenue $600,000. Post office address 707½ Main St., Vancouver, Wash. Studio location Vancouver, Wash. Transmitter location Portland, Ore. Geographic coordinates 45° 29′ 21″ N. Lat., 122° 41′ 41″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Sheldon F. Sackett** (75%), Vice President **D. Elwood Caples** (20%), Secretary **Fred F. Chitty** (5%). Granted in final decision Sept. 23.

APPLICATIONS

Ada, Okla.—Eastern Oklahoma Tv Co., vhf ch. 10 (192-198 mc); ERP 252 kw visual, 141 kw aural; antenna height above average terrain 758 ft., above ground 725 ft. Estimated construction cost $418,114.06, first year operating cost $170,000, revenue $300,000. Post office address % Bill Hoover, Box 642, Ada, Okla. Studio location to be determined. Transmitter location Okla. Hwy. 99, 8½ mi. N of Ada. Geographic coordinates 34° 54′ 08″ N. Lat., 96° 40′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **C. C. Morris** (35.3%), president and 51.5% stockholder KADA Ada, president and 51.9% stockholder KWSH Wewoka, Okla.; Vice President Bill Hoover (32.3%), vice president and joint owner with his wife of 16.1% of KADA and vice president and joint owner with his wife of 15.33% KWSH; Secretary-Treasurer **Brown Morris** (32.3%), secretary-treasurer and joint owner with his wife of 16.1% KADA and secretary-treasurer and joint owner with his wife of 15.33% KWSH. There are 112 non-voting stockholders. Filed Sept. 29.

Durham, N. C. — Public Information Corp. (WSSB) vhf ch. 73 (824-830 mc); ERP 94.6 kw visual, 47.3 kw aural; antenna height above average terrain 485 ft., above ground 339 ft. Estimated construction cost $121,209, first year operating cost $200,000, revenue $200,000. Post office address 211 Rigsbee Ave. (P. O. Box 1168), Durham. Studio location 211 Rigsbee Ave., Durham. Transmitter location Carpenters Pond Road, 0.2 mi. S of Durham County Line. Geographic coordinates 35° 55′ 57″ N. Lat., 78° 44′ 32″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Kear and Kennedy, Washington. Principals include President **Thomas B. Sawyer** (18.8%); Secretary-Treasurer **Roma S. Cheek** (18.8%), assistant professor Duke U.; **P. M. Sawyer** (59.3%), Internal Revenue employe, and **Guy G. Griffin Jr.** (3.1%), general manager WSSB and sales representative WMAR-TV Baltimore, Md. Filed Sept. 23.

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APPLICATIONS AMENDED

Los Angeles, Calif. — Lawrence A. Harvey amends application for uhf ch. 34 to change ERP to 202 kw visual and 108.6 kw aural; antenna height above average terrain to 2,932 ft. Filed Sept. 16.

Hartford, Conn. — The Hartford Times Inc. (WTHT) amends application for uhf ch. 18 to specify David R. Daniel, vice president and secretary; change ERP to 162.2 kw visual and 86.1 kw aural; change description of transmitter location to Talcott Mt., NW of Hartford, Simsbury, Conn.; change studio location to 555 Asylum St., Hartford. Filed Sept. 18.

Hartford, Conn. — Hartford Telecasting Co. amends application for vhf ch. 3 to specify President Harry C. Butcher, owner KIST Santa Barbara and 5.58% owner KEYT (TV) Santa Barbara, Calif.; change transmitter location to 320′ E. of intersection Avon-West Hartford Township Line with Albany Ave., Hartford; antenna height above average terrain to 922 ft. Filed Sept. 23.

Springfield, Ill.—Sangamon Valley Tv Corp. (WTAX) amends application for vhf ch. 2 to specify WTAX Inc. (40%), Vice President C. H. Lamphier (6.25%), Treasurer H. B. Bartholf (6.25%), Secretary H. L. Robinson (3.5%); change studio location to 0.25 mile N of intersection of U. S. 66 By-Pass and State Hwy. 29, Springfield; transmitter location to along Hwy. 29, 1.2 miles SE of Rochester, Ill.; antenna height above average terrain to 900 ft. Filed Sept. 11.

Portland, Me. — Guy Gannett Bcstg. Service (WGAN) amends application for vhf ch. 13 to change studio location to 198 Federal St., Portland. Filed Sept. 16.

Cleveland, Ohio—WJW Inc. (WJW) amends application for uhf ch. 19 to omit Lawrence Webb as vice president and treasurer; change ERP to 197.6 kw visual and 106.6 kw aural; antenna height above average terrain to 647 ft. Filed Sept. 1.

Chattanooga, Tenn.—Tri-State Telecasting Corp. amends application for new tv station on vhf ch. 12 to change ERP to 212.3 kw visual and 108.2 kw aural; studio location to Eighth and Pine Sts.; antenna height above average terrain to 1,077.5 ft. Filed Sept. 24.

Chattanooga, Tenn.—WDEF Bcstg. Co. (WDEF) amends application for vhf ch. 12 to change ERP to 105.2 kw visual and 63.1 kw aural; antenna height above average terrain to 944 ft. Filed Sept. 23.

Waco, Tex.—KWTX Bcstg. Co. amends application for new tv station on vhf ch. 11 to specify vhf ch. 10 (192-198 mc); ERP 107.2 kw visual and 53.6 kw aural. Filed Sept. 18.

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Charleston, W. Va.—The Tierney Co. (WCHS) amends application for vhf ch. 8 to specify President Lewis C. Tierney (69.89%), Vice President John T. Gelden (0.88%), Secretary George L. Kallan (0.45%); change transmitter location to 0.35 mile W of city limits of Charleston; antenna height above average terrain to 674 ft. Filed Sept. 14.

Charleston, W. Va.—Capital Tv Inc. amends application for vhf ch. 8 to specify studio location as 3117-19 MacCorkle Ave., S. E., Charleston. Filed Sept. 24.

Huntington, W. Va.—Huntington Bcstg. Corp. (WPLH) amends application for vhf ch. 13 to specify as stockholder James F. Edwards (20%), mattress manufacturer. Edwards replaces Edwin G. Polan and agrees to loan $50,000 in event of tv grant. Filed Sept. 11.

APPLICATIONS DISMISSED

El Centro, Calif.—Valradio Inc. granted dismissal of bid for uew tv station on uhf ch. 16 at request of attorney. Dismissed Sept. 24.

Maysville, Ky.—Standard Tobacco Co. granted dismissal of bid for new tv station on uhf ch. 24. Dismissed Sept. 28.

Minden, La.—Parish Bcstg. Corp. granted dismissal of bid for new tv station on uhf ch. 16 at request of attorney. Dismissed Sept. 24.

Mt. Pleasant, Mich.—Paul A. Brandt (WCEN) granted dismissal of bid for new tv station on uhf ch. 47 at request of attorney. Dismissed Sept. 29.

Minneapolis, Minn. — Northwestern Schools-Bible College. Granted dismissal of bid for new tv station on uhf ch. 23 at request of attorney. Dismissed Sept. 24.

Plattsburg, N. Y.—Great Northern Tv Inc. (WIRY) granted dismissal of bid for new tv station on uhf ch. 28 at request of attorney. Dismissed Sept. 29.

Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted dismissal of bid for new tv station on uhf ch. 34 at request of applicant. Dismissed Sept. 28.

Salem, Ore.—Willamette-Land Tv Inc. granted dismissal of bid for new tv station on vhf ch. 3 at request of applicant. Dismissed Sept. 29.

Anderson, S. C.—William L. Watkins, et al d/b as Anderson Tv Co. granted dismissal of bid for new tv station on uhf ch. 58. Dismissed Sept. 28.

Existing Tv Stations . . .

ACTIONS BY FCC

KETV (TV) Little Rock, Ark.—Great Plains Tv Properties of Arkansas Inc. granted modification of CP for uhf ch. 23 to change ERP to 16.2 kw visual and 8.91 kw aural; change transmitter location to Southeast corner of Lee Ave. & McKinley St., Little Rock; antenna height above average terrain 620 ft. Granted Sept. 25; announced Sept. 29.

KERO-TV Bakersfield, Calif. — Kern County Bcstrs. Inc. granted STA to operate commercially on vhf ch. 10 for the period ending April 5, 1954. Granted Sept. 23; announced Sept. 29.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. granted modification of CP for uhf ch. 40 to change ERP to 155 kw visual and 83.2 kw aural; change studio location to 3.4 miles NW of Sacramento city limits on Garden Hwy.; antenna height above average terrain 480 ft. Granted Sept. 25; announced Sept. 29.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. granted modification of CP for vhf ch. 11 to change ERP to 263 kw visual and 132 kw aural; antenna height above average terrain 1,722 ft. Granted Sept. 21; announced Sept. 29.

WJDM (TV) Panama City, Fla.—J. D. Manly granted modification of CP for vhf ch. 7 to change ERP to 9.12 kw visual and 4.57 kw aural; transmitter location to U. S. Hwy. 98, approximately 1.6 miles W of Hathaway Bridge, Panama City; antenna height above average terrain 480 ft. Granted Sept. 21; announced Sept. 29.

WINK-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Co. granted modification of CP for vhf ch. 11 to change ERP to 11.2 kw visual and 5.62 kw aural; antenna height above average terrain 320 ft. Granted Sept. 25; announced Sept. 29.

WJBF-TV Augusta, Ga. — Georgia-Carolina Bcstg. Co., granted STA to operate commercially on vhf ch. 6 for the period ending March 16, 1954. Granted Sept. 18; announced Sept. 29.

WMAZ-TV Warner Robins, Ga.—Southeastern Bcstg. Co., granted STA to operate commercially on vhf ch. 13 for the period ending Jan. 5, 1954. Granted Sept. 18; announced Sept. 29.

WREX-TV Rockford, Ill.—Greater Rockford Tv Inc., granted STA to operate commercially on vhf ch. 13 for the period ending March 15, 1954. Granted Sept. 18; announced Sept. 29.

WIBW-TV Topeka, Kan.—Topeka Bcstg. Assoc. Inc., granted STA to operate commercially on vhf ch. 13 for the period ending Feb. 3, 1954. Granted Sept. 23; announced Sept. 29.

WTOK-TV Meridian, Miss.—Southern Tv Corp., granted STA to operate commercially on vhf ch. 11 for the period ending Feb. 3, 1954. Granted Sept. 18; announced Sept. 29.

KYTV (TV) Springfield, Mo.—Springfield Tv Inc., granted STA to operate commercially on vhf ch. 3 for the period ending Dec. 7. Granted Sept. 23; announced Sept. 25.

KZTV (TV) Reno, Nev.—Nevada Radio-Tv Inc., granted STA to operate commercially on vhf ch. 8 for the period ending March 16, 1954. Granted Sept. 24; announced Sept. 29.

WKNY-TV Kingston, N. Y.—Kingston Bcstg. Corp., granted modification of CP for uhf ch 66 to change ERP to 21.4 kw visual and 11.5 kw aural; change studio and transmitter location to State Hwy. 9W, S of Kingston; antenna height above average terrain 616 ft. Granted Sept. 25; announced Sept. 29.

WSJS-TV Winston-Salem, N. C. — Triangle Bcstg. Corp., granted STA to operate commercially on vhf ch. 12 for the period ending Oct. 3. Granted Sept. 23; announced Sept. 29.

WPRO-TV Providence, R. I.—Cherry & Webb Bcstg. Co., granted STA to operate commercially on vhf ch. 12 for the period ending March 3, 1954. Granted Sept. 23; announced Sept. 29.

WROL-TV Knoxville, Tenn.—Montcastle Bcstg. Co., granted STA to operate commercially on vhf ch. 6 for the period ending March 30, 1954. Granted Sept. 23; announced Sept. 29.

KCEN-TV Temple, Tex.—Bell Pub. Co., granted modification of CP for vhf ch. 6 to move studio to transmitter location 14 miles from Temple. Granted Sept. 23.

CALL LETTERS ASSIGNED

KCCC-TV Sacramento, Calif.—Capitol City Tv Corp., uhf ch. 40.

KOA-TV Denver, Colo.—Metropolitan Tv Co., vhf ch. 4.

WJOL-TV Joliet, Ill.—Joliet Tv Inc., uhf ch. 48.

KEYC (TV) Cedar Rapids, Iowa—Hawkeye Tv Corp., uhf ch. 20.

WHO-TV Des Moines, Iowa—Central Bcstg. Co., vhf ch. 13.

KWWL-TV Waterloo, Iowa—Black Hawk Bcstg. Co., vhf ch. 7.

WHEF-TV Brockton, Mass. — Trans-American Tv Enterprises Inc., uhf ch. 62.

WNEM-TV Bay City, Mich.—North Eastern Michigan Corp., vhf ch. 5.

WJDT (TV) Jackson, Miss.—Lamar Life Bcstg. Co., vhf ch. 3.

WTOK-TV Meridian, Miss.—Southern Tv Corp., vhf ch. 11.

WTTM-TV Trenton, N. J.—Peoples Bcstg. Corp., uhf ch. 41.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co., uhf ch. 67.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones, vhf ch. 4.

WPRO-TV Providence, R. I.—Cherry & Webb Bcstg. Co., vhf ch. 12.

WROL-TV Knoxville, Tenn.—Mountcastle Bcstg. Co., vhf ch. 6.

WTRF-TV Wheeling, W. Va.—Tri-City Bcstg. Co., vhf ch. 7.

APPLICATIONS

WTOP-TV Washington, D. C. — WTOP Inc., seeks CP for vhf ch. 9 to change ERP to 54.9 kw visual and 27.5 kw aural; change description of studio and transmitter location to 4001 Brandywine St.; antenna height above average terrain 530 ft. Filed Sept. 24.

KISJ (TV) Pocatello, Idaho—Tribune-Journal Co., seeks modification of CP for vhf ch. 6 to change ERP to 12.88 kw visual and 6.44 kw aural; antenna height above average terrain 241 ft. Filed Sept. 24.

WETV (TV) New Bedford, Mass.—E. Anthony & Sons Inc., seeks modification of CP for uhf ch. 28 to change ERP to 251 kw visual and 132 kw aural; change studio and transmitter location to Bullock Road near Chippeway Road, Freetown Township, Mass.; antenna height above average terrain 728 ft. Filed Sept. 23.

WQED (TV) Pittsburgh, Pa. — Metropolitan Pittsburgh Educational Tv Station, seeks modification of CP for vhf ch. 13 to change ERP to 26.5 kw visual and 13.25 kw aural; studio location to 4337 5th Ave., Pittsburgh; antenna height above average terrain 616 ft. Filed Sept. 24.

KUHT (TV) Houston, Tex.—Univ. of Houston and Houston Independent School Dist., seeks modification of CP for vhf ch. 8 to change ERP to 48.1 kw visual and 22.45 kw aural; studio and transmitter location to Cullen Blvd. at Blodgett Ave., Houston; antenna height above average terrain 639 ft. Filed Sept. 24.

KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah, seeks modification of CP for vhf ch. 5 to change ERP to 28.2 kw visual and 17.2 kw aural; antenna height above average terrain 4236 ft. Filed Sept. 24.

New Am Stations . . .

ACTIONS BY FCC

Killeen, Tex.—Highlite Bcstg. Co., granted 1050 kc, 250 w, daytime; estimated construction cost $17,450, estimated first year operating cost $33,600, estimated first year revenue $52,800. Partners are **William A. Lee** (33⅓%), operating manager Arrow Coach Lines, Brownwood, Tex., and general manager-partner or Arroway Coaches, Brownwood; **A. W. Stewart** (33⅓%), chief engineer KBWD Brownwood, partner in Stewart & Stewart (radio consulting engineers), and 20% owner KSTA Coleman, Tex., KGNB New Braunfels, Tex., and in Eastland County Bcstg. Co. (applicant for station at Eastland, Tex.), and Franklin T. Wilson (33⅓%), general manager and 20% owner KGNB New Braunfels. Granted Sept. 30.

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APPLICATIONS

Milton, Fla.—Clayton W. Mapoles tr/as Milton Bcstg. Co., 1330 kc, 1 kw daytime. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Mr. Mapoles is Division Director of Florida Game and Fresh Water Fish Commission and former owner *Milton Gazette*, Milton, and *Tri-County Gazette*, Jay, Fla., weekly newspapers. Post office address Milton, Fla. Filed Sept. 17.

Dalton, Ga.—James Q. Honey and Kenneth H. Flynt d/b as Whitefield Bcstg. Co., 1280 kc, 1 kw daytime. Estimated construction cost $12,373.47, first year operating cost $35,000, revenue $48,000. Principals include **James Q. Honey** (66⅔%), general manager WGRA Cairo, Ga.; WFPM Ft. Valley, Ga., and WTUS Tuskegee, Ala., and **K. H. Flynt** (33⅓%), commercial manager WFPM. Post office address % James Q. Honey, Cairo, Ga. City was incorrectly identified as Danton in B•T, Sept. 28. Filed Sept. 14.

Las Vegas, Nev.—B. Floyd Farr, George Snell, Robert J. Blum d/b as Radio Nevada, 1230 kc, 250 w unlimited. Estimated construction cost $9,700, first year operating cost $45,000, revenue $55,000. Principals in general partnership are **B. Floyd Farr,** general manager and 20% owner KEEN San Jose, Calif.; **George Snell,** program manager and 20% owner KEEN and **Robert J. Blum,** sales and sports director KEEN. Post office address % Floyd Farr, Hotel De Anza, San Jose, Calif. Filed Sept. 23.

Lawton, Okla.—Phil Bird, 1600 kc, 1 kw unlimited. Estimated construction cost $34,423.75, first year operating cost $62,000, revenue $78,000. **Mr. Bird** is household appliance distributor and insurance agent. Post office address P. O. Box 1516, Oklahoma City, Okla. Filed Sept. 23.

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Experienced radio-minded salesman for progressive midwestern independent. Liberal drawing account against 15 percent commission plus gasoline mileage. Sales aids as BAB and Nielsen. No high pressure men need apply. Send complete information, first letter. Box 924X, B•T.

Western NBC regional, excellent market, offers radio-minded local salesman opportunity to earn $10,000 plus. Weekly base, $100. against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather (no snow). Box 964X, B•T.

Salesman with possibilities toward local salesmanager and assistant manager after ability proven on 1 kw independent. Prefer man who has announced, produced and who likes to sell. Airmail full details and photo. Box 965X, B•T.

We need two aggressive hard-hitting salesmen. One for radio and one TV. Generous draw against liberal commissions. Send picture and details first letter. Rocky Mountain area. Box 12A, B•T.

Salesmen; 2 of our salesmen have switched to our TV station. Need two aggressive salesmen to take over parts of their billing at 10%; all new sales at 15%. One of top-rated indies in the nation. Average salesmen earnings in excess of $12,000. Wire or write Box 49A, B•T.

Salesman—excellent opportunity. One of fastest growing small markets in southern tier. Fulltime ABC affiliate. Salary plus commissions. Write Gordon Jenkins, WCLI, Corning, New York.

Announcers

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 878X, B•T.

Help Wanted—(Cont'd)

Good, experienced announcer who can sell and prefers top salary to commission. Hard worker. Southwest, network. Box 937X, B•T.

Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 958X, B•T.

Combination announcer-operator with first class license. Prefer married man. Car. Announcing and technical abilities must be above average. Send tape or disc, recent photograph and technical background. $70.00 to $90.00 weekly depending on ability. Eastern location. Box 969X, B•T.

Play-by-play man. First phone. $350.00 to start. Midwest. Send tape and letter to Box 978X, B•T.

South Florida—Experienced announcer, DJ. Send tape, full details, first letter. Box 8A, B•T.

Announcer, DJ, for network station Florida resort area. Permanent. Must have fine voice and good knowledge records. Salary $75.00 start. Complete details and snapshot. Box 23A, B•T.

New station not yet on the air needs two experienced men for competitive southern market. Announcer capable of doing top hillbilly characterization show, and one announcer-engineer with emphasis on announcing. Tape, resume and salary requirements first letter. Box 25A, B•T.

Opportunity is knocking! Strong independent wants pop music and newsman. Send audition to Box 40A, B•T.

Funny DJ—fast ad-libber. "Happy" voice. Talk back to records, do a "Bopster." Stan Freberg, Dragon-et type, Character voices, impersonations. Midwest. Single. Box 59A, B•T.

CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.

Experienced announcer: Music-news station. Must know popular hillbilly music. Family man preferred. Must be interested settle small community. Starting salary $65.00; increases to $75.00 in six months. Send tape qualifications: Manager, KCFH, Cuero, Texas.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced, good voice, dependable announcer. Send disc or tape with background, references, salary expected to Verne Paule, Program Director, WJPS, Evansville, Indiana. Good working conditions.

WPAZ, Pottstown, kw daytimer needs announcer, disc jockey.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Minnesota station needs first class engineer-announcer. Good salary. Opportunity to earn extra money selling. Box 15A, B•T.

Immediate openings for first phone men at regional affiliate in eastern Penna. Studio and transmitter work, no announcing. Drivers license required. Experience preferred, but not necessary. Box 38A, B•T.

Announcer-engineer, with first phone license for chief engineer. KENA, Mena, Arkansas.

Combo man, with first phone, prefer experience. Emphasis on announcing. Permanent. Write fully. KSGT, Fremont, Nebraska.

KWOC, Poplar Bluff, Mo., needs 1st class operator. Desirable working conditions.

Help Wanted—(Cont'd)

Immediate opening for experienced chief engineer and announcers. Good working conditions. Excellent pay. Give salary requirements, past experience first letter. WMJM, Cordele, Ga.

Production-Programming, Others

Experienced traffic girl. Responsible for schedules and availabilities. Send experience, references, photo, salary required. Program Manager, KCSJ, Pueblo, Colorado.

Commercial copywriter—experienced and capable. Pleasant working conditions. Ideal climate. Send complete background, references and photo in first letter. Bert Arnold, KABQ, Albuquerque, New Mexico.

Opportunity for a young man or woman advertising copywriter to change jobs and live in New Orleans, one of America's most interesting cities. You will be working for a mass appeal radio station with a successful approach in developing unusual transcribed commercials. You will have full opportunity to use imagination and initiative and gain valuable experience. Previous experience writing hard hitting advertising copy required. The pay is $325. a month to start, plus annual bonus. Private air-conditioned office, vacation with pay, health insurance. Write giving full details, experience, education and references. Replies confidential, WBOK, 505 Baronne Street, New Orleans, Louisiana.

Copywriter, experience desirable but not essential. WVOS, Liberty, N. Y.

Experienced woman reporter. Regular beat, also some air work. Dixie Network, Jackson, Tennessee.

Television

Salesmen

New television station desires salesman immediately. Personal interview required. Contact WECT-TV, Elmira, New York.

Experienced local TV salesman. VHF. Metropolitan population 250,000. Best accounts available. Write confidentially to J. H. Manning, Vice President, WJBF-TV, Augusta, Georgia.

Announcer

Producer-announcer. TV experience necessary. Must be good at on-camera commercial delivery. Good base plus talent at four-year-old TV station in excellent southeast market. Send full personal and professional details, small photo, salary requirements first letter. Box 945X, B•T.

Technical

Immediate opening for first phone engineers in AM-FM-TV operation. Five day, forty hour week. Permanent position. Rush qualifications to Chief Engineer, WGEM, Quincy, Ill., or phone 6840 for interview.

Production-Programming, Others

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion of programs, station and market on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Established station in excellent medium sized market has opening for experienced production manager with judgment and knowhow. This is a real opportunity for a man who wants to settle and grow. Give full details and salary expected in application. Apply Box 57A, B•T.

Situations Wanted

Managerial

General manager. 18 years experience, sober family man, can invest. Top record, references. South only. Box 923X, B•T.

General manager. Highly successful southern regional seeking permanent relocation midwest or mid-Atlantic. Move of family consideration. Excellent management and sales record. Top industry, business and personal references. Box 1A, B•T.

Situations Wanted—(Cont'd)

Manager who will sell. Knows radio. Outstanding sales record in small, medium, large markets. Knows programming, promotion, public service-minded. I know radio sales. Increase billing. Keep accounts on. Proven program ideas. Top announcer, can sell self. Will consider your market. Prefer south; consider all locations. Married, sober, community worker. 8 years experience. Excellent references. Box 11A, B•T.

General manager — thoroughly experienced. Proven successful background, outstanding reputation. Want good proposition from good station, AM and/or TV. Presently employed this capacity. Box 41A, B•T.

Deal wanted: stock or equivalent. 15 years experience Florida station management, New York network sales, programming, licensed engineer. Minimum $10,000 first year. Available immediately. Can relocate. Box 44A, B•T.

Salesmen

Advertising salesman, energetic, hard-working, personable, eager for television sales. Relocate, travel. Veteran, Journalism graduate. Four years selling background. Box 51A, B•T.

Announcers

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newscaster, also produce direct and write copy. Network calibre. Audition tape, picture and background upon request. Best references. Box 855X, B•T.

Announcer, 5 years experience, currently employed. Seeking better opportunity. Excellent references. Box 911X, B•T.

Announcer, continuity editor, program director, salesman, with over five years experience in radio, also Bachelor's degree. Desires permanent position in radio or television in Florida. Box 916X, B•T.

Good, experienced all phases, ambitious announcer desires position in midwest market. Currently employed. Box 933X, B•T.

Announcer, some experience. Draft exempt, single, conscientious, ambitious, excellent references. Tape and resume upon request. Box 954X, B•T.

Announcer. Six months experience, all phases. Excellent potential. Good news and commercial delivery. References, tape, resume. Box 968X, B•T.

Topnotch staff announcer, relocate, veteran, married, good voice, personality. Box 6A, B•T.

Newscaster: deep voice, sincere delivery. Thorough reporter can develop news for TV station and/or help radio station battle TV competition on music-news basis. Know music, sports, public relations. Top rated newscaster, competitive metropolitan market, 5 kw regional net affiliate. Box 14A, B•T.

Announcer-engineer, first phone. Recent graduate with air experience. Prefer California. Contact me first. Box 18A, B•T.

Top morning man, can do the best. Have worked in large markets. Have top sales record for selling myself. Box 20A, B•T.

Announcer, mature, experienced news. Straight or funny DJ. Remotes, boardman, copy. Available immediately. Good commercial voice. Box 21A, B•T.

Announcer. Capable, mature, married man, having metropolitan market. Effective air salesmanship; strong news delivery. Box 24A, B•T.

Announcer, newscaster - newswriter. Excellent voice. Sound radio knowhow. College BA, MA. Solid sales background. Single. Available two weeks. Top references. Resume; disc available. Box 28A, B•T.

Sports director; top football, baseball play-by-play, also regular evening sportscasts. Seeking sports-minded station. Three years experience. Salary plus talent. Discs, references. Box 34A, B•T.

Announcer—disc jockey real sell. Limited experience. Excellent knowledge of radio. Friendly, easy approach. Background, disc available. Top reference, available two weeks. Box 37A, B•T.

Announcer-DJ — continuity writer. Thorough knowledge of radio. Married with two children. Age 28. Strong ad-lib, versatile, dependable. Best references, available in two weeks. Background, disc available. Reply Box 42A, B•T.

Announcer-writer, experienced. Production. College grad, strong news, commercials, DJ. Tape and resume. Box 50A, B•T.

Negro announcer, DJ, with limited experience. Married, draft exempt, available now. Tape, resume. Box 52A, B•T.

Announcer, disk jockey, sports, newscaster, control board operator, veteran, draft exempt. Married with children. Resume and tape on request. Box 53A, B•T.

Situations Wanted—(Cont'd)

Young staff announcer desires position in near east. Tape, resume, references available. Box 54A, B•T.

Five years experience network, independent announcer, program director, continuity, traffic, control board; specializing hillbilly—popular DJ; single veteran 28; restricted ticket. Box 60A, B•T.

Exceptional all-round staff announcer, news, DJ, features, events, interviews, etc. Third ticket. Robert Dunn, 42 West 54th St., New York, N. Y., CO 5-8823.

Announcer—air salesman. Six years experience as announcer and program director. Southeastern states. John Vroman, 120 West 2nd, Frankfort, Ky.

Desire permanent staff announcing position, midwest. Experience includes major network outlet. University background, single, 31. Good commercial voice, news, record shows. Charles May, 4001 Bell, Kansas City, Missouri. Phone Valentine 6755.

Announcer, all phases, excellent commercials, sports. Genial personality, tape, resume. Fred Ross, 289 Empire Blvd., Brooklyn 25, N. Y. President 3-0549.

Announcer. Mature, reliable, will travel, can handle news, DJ, control board, resume, tape available. Larry Russell, 22 Bartlett St., Brooklyn 6, N. Y.

Technical

Experienced chief engineer available soon. Box 947X, B•T.

First phone. 1½ years experience, studio, remotes, recordings, transmitter. Available immediately. Prefer west coast. Box 3A, B•T.

First phone, engineer, announcer. Schools, 3 years experience, network, independent. Desire present or future television operation. Preferably St. Louis locale, midwest considered, $80.00 minimum. Box 4A, B•T.

Engineer: First class license. Eight years electronic experience. Will work anywhere. Box 5A, B•T.

Engineer. Experienced. Construction, maintenance, remotes, recording etc. Present chief. Box 36A, B•T.

Engineer will build your AM station in Carolinas or Georgia in exchange for stock. All consulting measurements included. Box 55A, B•T.

First phone, 1 year 5 kw transmitter, remotes, recordings; 2 mo. combo, some announcing OK. 28 and married. Prefer west. Keith Fendall, 615 11th Ave. N. E., Minot, North Dakota.

Production-Programming, Others

Film is the key to profitable TV operations. For thorough experience in this and other important phases of TV-radio management write Box 934X, B•T.

Five years plus on the air with emphasis on news. Now editor 50,000 watt CBS station southwest. Married, two children, 26. Desires permanent location with TV. Write 949X, B•T.

Newswriter, now employed, 17 months radio, television. Newspaper experience. College graduate, veteran, 28. State salary. Box 16A, B•T.

Newscasting, announcing, administrative experience; first class license; married; college degree. Box 27A, B•T.

Newsman, top qualifications, best of references, ability to draw and keep large following. Experienced at writing own material. Desires to join progressive, news-minded station. Box 31A, B•T.

Attorney with broad radio-communications background, above average newscaster, desires position in radio or TV. Box 45A, B•T.

Local news means more listeners. Let me organize and operate your news department. New England preferred. Box 47A, B•T.

20 years of experience in promotion, publicity, merchandising, public relations, research available immediately. Contacts in all fields for station and client relations. Traveled. Market research in radio and television. Write Box 58A, B•T.

Experienced radio, 28, interested radio or television, small city. Alice Bliss, 494D Pinecrest Circle, Marietta, Georgia.

Situations Wanted—(Cont'd)

Single, mature woman with A. B. Degree, experience in news and feature writing, training in microphone technique, continuity writing and traffic duties, ability to write and air children's and women's programs; just completed courses in introduction to television and program planning and production for television, wishes to project training and talents with radio or television station. Able to go where opportunity awaits. Ability to prove worth more important than starting salary. C. L. Meier, 2441 Book Bldg., Detroit 26, Mich., phone Woodward 1-6133.

Television

Managerial

General or commercial manager experienced all phases TV operation. Small-large markets. Presently employed. Will accept position on percentage basis. Box 2A, B•T.

Ability-experience available. Write for prepared resume on man, early thirties, with over four years television sales and sales managerial experience. Major network station in a top twenty-five market, midwest. Clean fingernails, shined-shoes appearance. Box 26A, B•T.

General manager existing combined AM-TV operation desires move to northeastern United States. Recently designed, equipped and supervised construction of new successful UHF station. Plus four years with VHF station. Box 46A, B•T.

Technical

First phone, AM experience, desire position in television, single, veteran. Box 22A, B•T.

Production-Programming, Others

Program director. Working exec. Top idea man. Experienced. Available now. Box 938X, B•T.

Producer-director: Local "sell" shows. Experienced TV DJ, newscaster. Available immediately. Box 939X, B•T.

Program director, TV director, plus all-round capabilities, desires connection with new TV station or radio station with TV possibilities. Box 17A, B•T.

Film director—experienced TV, commercial films and radio. Currently employed as film director. Resume, photo and tape available. Veteran. Married. Box 29A, B•T.

For Sale

Stations

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional buildup. Box 893X, B•T.

Third of new 1000 watter. Reasonable. East coast. Ideal for work-ownership. Doing well. Owner. Box 917X, B•T.

West Coast: 1,000 watt large metropolitan area. Bills $150,000. Asking that with less than 30% down. Box 32A, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

305 foot self-supporting Blaw-Knox tower. Available immediately. Best bid takes. Box 914X, B•T.

Composite studio console, two turntables and two microphone channels, separate power supply. Paid $600.00, selling price, $200.00. KENA, Mena, Arkansas.

10 kw AM transmitter, RCA type BTA-10F, with control console complete set tubes and some spares $17,500.00. FOB Duluth. Also approved AM freq. and mod. monitors, ant. terminating and phasing components available. Inquire John M. Sherman, WCCO-TV, Minneapolis, Minn.

2 Crouse Hinds beacon flashers; 14 Andrew support brackets, non-insulated, for 1⅝" transmission line; Johnson 250D90 capacitor; Faradon UC3353 capacitor, 400 uufd; Sangamo F3B mica capacitor, 4000 uufd. Above used but serviceable. New Weston O-5 amp meter model 743ET. Schilling, WIMS, Michigan City, Indiana.

(Continued on next page)

XUM

Wanted to Buy

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

Would like to locate good used 10 kw transmitter. Box 13A, B•T.

1 used RCA 70-C1 or D with BA2C preamplifier or equivalent. Box 19A, B•T.

One good used console RCA, Collins, or Gates. State model number and age. Box 33A, B•T.

One 8 bay FM side mount antenna, Collins or Andrews, to operate on 92.9 MC. KREM, Spokane, Washington.

RCA 88A microphone, must be in good condition. WIMS, Michigan City, Indiana.

Need one kilowatt transmitter that will withstand technical inspection. William Blizzard, Cordele, Georgia.

1 to 3 kw FM transmitter, also antenna with power gain 3 to 5 or less. FM monitor, transmission line with hangers. Write or call Dixie Network, Jackson, Tennessee.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins November 9. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

NEED IMMEDIATELY

RADIO-TELEVISION TIME SALESMAN

ALSO TECHNICIAN WITH FIRST CLASS TICKET AND AUTOMOBILE.

Ideal working conditions. Prefer men residing in northwest. Phone or wire Ed Cooney, KOPR-TV, Butte, Montana.

Production-Programming, Others

Now Staffing

New station 1 kw AM in Northern Illinois city of 105,000. Need topflight Program Director; News Editor; two good adlib commercial Deejays; Traffic gal; Copy Writer; two salesmen. Top salaries, but you've got to be good. No neophytes or hasbeens. People behind this operation are old timers in game so you'll be treated right. This is the opportunity you've been looking for—don't pass it up. Send full information, photos, tape, etc. to, WRRR, 113 Court St., Rockford, Illinois.

Help Wanted—(Cont'd)

Television

TV STAFF NEEDED

- Production manager with versatile experience.
- Film editor. Must be able handle all splicing, editing, screening, etc. Man or woman.
- Announcer-Producer. Must be capable on-camera selling, handle camera and controls as required.
- TV salesman. Real producer can make big money selling local advertisers. Metropolitan population 250,000.

Some other positions. November 15th opening. VHF. Write confidentially to J. H. Manning, WJBF-TV, Augusta, Georgia.

Situations Wanted

AM-TV EXECUTIVE

11 years experience radio and television—sales, sales administration and presentations, station relations, operations, and local station experience. Expert community antenna field. Unusual analytical and organizational ability. Fluent writer. Available immediately. Five figure salary. Box 43A, B•T.

Announcers

N

Clear, authoritative delivery. Ten years journalism and radio experience. Capable. College background. Interested in radio or TV position. Box 10A, B•T.

NEWSCASTER

Production-Programming, Others

AVAILABLE IMMEDIATELY

top tv programming executive

EXPERIENCED NETWORK AND LOCAL OPERATIONS

Formerly program manager newspaper owned station, N. Y.

Formerly program manager network flagship station, N. Y.

Former program manager, network station, Los Angeles, California.

Head of programming midwest division of national network, Chicago

EXCELLENT REFERENCES AND RECORD:

Kefauver Hearings
Richard Rodgers Tribute Show
Top Chicago network originations
Outstanding local programs
Responsible for syndication of first major feature film package in TV and creating first International TV Newsreel

Can build impregnable network or local program structure and support same before FCC.

Interested stock deal and officer of Corp., with station preferably metropolitan market.

Please contact: Box 56A

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd)

RADIO and/or TV PERSONALITIES with national award-winning radio show. Mature, responsible people (husband and wife) who can become integral part of community. You've read about them in syndicated columns, trade papers, and national publications such as, RADIO-TV MIRROR and NEWSWEEK. A power-packed, public relations, promotion, and SALES package for agency, station, or sponsor in metropolitan market. Box 9A, B.T.

For Sale

Equipment, etc.

FOR SALE EQUIPMENT

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 bay FM antenna; 200 ft. 3⅛" coax with RCA isocoupler; Gates and Collins consoles; racks; patch pannels; GE and H-P FM monitors, plus many other items. Contact Box 900X, B•T.

for sale

RCA FIELD SYNC GENERATOR
G.E. FILM CAMERA

both nearly new

KGUL-TV, Galveston, Texas

FM EQUIPMENT FOR SALE

1—General Electric 10 KW FM Broadcast Amplifier Type BF-3-A.

1—Rectifier and Control Unit for above Type SY 4180A.

1—General Electric Studio Consolette Type BC-1-A.

For Details Write:

Chief Engineer, P. O. Box 1859, New Haven, Conn.

Wanted to Buy

WANTED

New or Used

1—RCA 6-section Super-Turnstile Type TF-6AH or similar for Channel 8.

State availability, condition and price. Write Chief Engineer, P. O. Box 1859, New Haven, Conn.

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

All categories aptitude-tested personnel. Prompt service by experienced broadcasters. Hoot Associates, 15 East 40th Street, New York 16, New York. MU 6-3714.

FOR SALE

Low-band VHF television equipment

WNHC-TV is moving from channel 6 to 8 in November and will have channel 6 equipment for sale.

ALL YOU NEED TO GO ON THE AIR!

See the equipment in operation covering Connecticut, Western Massachusetts and Eastern Long Island. . . .

Inquire Chief Engineer, P.O. Box 1859, New Haven, Conn.

Existing Am Stations . . .

ACTIONS BY FCC

KSYL Alexandria, La.—KSYL Inc., granted modification of license to change studio location from 1710 Jackson St., Alexandria, to one block outside city limits on Hwy. 71, near Bolton Ave., Alexandria. Granted Sept. 30.

STATION DELATED

WXKW Albany, N. Y.—Champlain Valley Bcstg. Corp., granted request for cancellation of program tests effective midnight 7/31/53; and for dismissal of license application and deletion of call letters. Incorrectly identified as WKXY Albany in B•T Sept. 21. Deleted Sept. 10; announced Sept. 15.

APPLICATIONS

WPNX Phenix City, Ala.—Community Bcstg. Co., seeks modification of license to change main studio to 1213½ Broadway, Columbus, Ga. Contingent on grant of assignment of license. Filed Sept. 23.

KJCK Junction City, Kan.—Ralph L. Weir tr/as Junction City Bcstg. Co., seeks CP to change from 1420 kc, 1 kw daytime to 630 kc, 500 w unlimited; change studio and transmitter location to 3 mi. NW of Junction City on U.S. 77 at Republican River. Filed Sept. 18.

WNRV Narrows, Va.—H. J. Romanus tr/as Giles Bcstg. Co., seeks modification of license to change station location to Narrows-Pearisburg, Va. Filed Sept. 21.

New Fm Stations . . .

ACTION BY FCC

Olney, Ill.—Olney Bcstg. Co., granted CP for new Class B fm station on ch. 225 (92.9 mc); with ERP of 18.5 kw and antenna height above average terrain 290 ft. Granted Sept. 30.

APPLICATION DISMISSED

Hartford City, Ind.—Hartford City High School Alumnus Assn. Inc. FCC dismissed application for noncommercial educational fm station on ch. 220 because of failure to meet Sec. 3.503 (a) requirements. Action Sept. 30.

Existing Fm Stations . . .

ACTIONS BY FCC

KSBR (FM) Mt. Diablo, Calif.—Radio Diablo Inc., granted modification of CP to change ERP from 250 kw to 63 kw; antenna height above average terrain from 2,470 ft. to 3,100 ft. Granted Sept. 23.

WERS (FM) Boston, Mass.—Emerson College, granted CP to change ERP to 18 kw and antenna height above average terrain to 55 ft. Granted Sept. 23; announced Sept. 29.

KDYL-FM Salt Lake City, Utah—Intermountain Bcstg. and Tv Corp., granted CP to change ERP from 900 w to 1.2 kw; antenna height above average terrain from 450 ft. to 2,970 ft. Granted Sept. 23.

Ownership Changes . . .

ACTIONS BY FCC

KCLF Clifton, Ariz.—Saguaro Bcstg. Co. granted involuntary transfer of control (59.5%) to Harry L. Nace Jr., executor of estate of Harry L. Nace, deceased. Granted Sept. 21.

KTYL-AM-FM-TV Mesa, Ariz.—Harkins Bcstg. Inc., granted involuntary transfer of control (59.5%) to Harry L. Nace Jr., Executor of the estate of Harry L. Nace, deceased. Granted Sept. 21.

KSBR (FM) San Bruno, Calif.—Radio Diablo Inc. granted voluntary transfer of control of permittee corporation to H. Leslie Hoffman. Mr. Hoffman is to furnish $62,000 of interim financing and cause to be furnished $518,000 additional by purchase of stock and debentures. KSBR is tv applicant for vhf ch. 13 assigned Stockton. Mr. Hoffman is stockholder in San Jose Tv Bcstg. Co., applicant for vhf ch. 11 in San Jose; president and stockholder Hoffman Radio Corp., manufacturer of tv sets; sole owner Hoffman Sales Corp., distributor of tv sets; president Hoffman Laboratories Inc., manufacturers of special devices for government services, and president and 60% stockholder Lesco Corp., real estate. Granted Sept. 30.

KDB Santa Barbara, Calif.—Lincoln Dellar, granted voluntary assignment of license to F. Robert Bauer for $75,000. Mr. Bauer is former manager of radio and tv media of Cunningham & Walsh, N. Y. advertising agency. Granted Sept. 30.

KCRG-AM-FM Cedar Rapids, Iowa—The Gazette Co., granted voluntary assignment of license to Cedar Rapids Tv Co., permittee of vhf ch. 9 for $100,000. Gazette Co. withdrew competitive application for vhf ch. 9 and purchases 30% interest in the tv venture for $90,000 [B•T, Aug. 17]. Granted Sept. 30.

WGEM Cambridge, Md. — Shore Bcstg. Co., granted voluntary transfer of control to Pennington Richards through sale of all stock for $45,000. Mr. Richards is former general manager WHBL Sheboygan, Wis. Granted Sept. 30.

KATO Reno, Nev.—Sierra Bcstg. Co., granted voluntary transfer of control to R. L. Stoddard through sale by Dana D. Little and Ralph K. Wittenberg of all stock for $47,600. Mr. Stoddard is manager of KATO. Granted Sept. 30.

WHNC-AM-FM Henderson, N. C. — Henderson Radio Corp., granted voluntary acquisition of control by Nathan Frank through purchase of 80% interest from other stockholders for $84,000. Mr. Frank, general manager of WHNC, will now own 100%. Upon approval of this transfer Frank will surrender CP for new am station on 1450 kc, 250 w unlimited for Henderson. Granted Sept. 30.

KBMW Wahpeton, N. D.—Interstate Bcstg. Corp., granted transfer of control from Don H. Bower, et al to A. J. Hausauer, R. J. Hughes, Frank T. Hass and Harry M. Griffith through stock transaction. Granted Sept. 30.

APPLICATIONS

WPNX Phenix City, Ala.—Community Bcstg. Co., seeks voluntary assignment of license to L. H. Christian and C. A. McClure d/b as Christian & McClure for $30,000. Mr. Christian is vice president and 36¼% owner WRFC Athens, Ga., and Mr. McClure is president and 52% owner WRFC. Christian & McClure agrees to change call letters to WGBA and operate on 1270 kc in Columbus, Ga. Contingent on grant of assignment of WGBA. Filed Sept. 23.

WGBA Columbus, Ga.—Georgia-Alabama Bcstg. Co., seeks voluntary assignment of license to Community Bcstg. Co. (WPNX Phenix City, Ala.) for $25,000. Community is to change call letters to WPNX on 1460 kc in Phenix City. Georgia-Alabama conveys some assets to Christian and McClure, prospective purchaser of WPNX, for $12,000. Sale is contingent on grant of assignment of WPNX. Filed Sept. 23.

WVNJ Newark, N. J.—Newark Bcstg. Corp., seeks voluntary transfer of control to Evening News Pub. Co. (WNJR) through sale of all stock for $96,750 and assumption of 4% bearer notes totalling $311,478.83. Principals include President Edward W. Scudder Jr. (0.7%), Vice President William E. Hocker (0.03%) and Secretary-Treasurer Edward D. Sugrue (0.03%). Sale is conditioned upon approval of sale of WNJR to Rollins Bcstg. Inc. [B•T, Sept. 7]. Filed Sept. 16.

WTYC Rock Hill, S. C.—Tri-County Bcstg. Co., seeks voluntary transfer of control from W. G. Reid to T. Lamar Simmons through sale of all stock for $32,500. Simmons is ½ owner Cruise In Theatre, Lillington, N. C., and partner Erwin Supply Co., Erwin, S. C. Filed Sept. 14.

Hearing Cases . . .

FINAL DECISIONS

Escondido, Oceanside, Calif.—FCC announced decision denying applications of Balboa Radio Corp. for CP for new am station on 1450 kc, 250 w unlimited in Escondido, and Oceanside Bcstg. Co. for same facilities in Oceanside. Action Sept. 23.

Vancouver, Wash.—New tv, uhf ch. 21. FCC announced decision granting application of Vancouver Radio Corp. (KVAN) for CP for new tv station on uhf ch. 21 in Vancouver, Wash., and denied application of Mt. Scott Telecasters Inc. for same channel in Portland, Ore. Action Sept. 23.

OTHER ACTIONS

Mobile, Ala.—Azalea Bcstg. Co. Comr. George E. Sterling granted motion to dismiss without prejudice application for new am station on 1340 kc, 250 w unlimited. Sept. 30.

KTKN Ketchikan, Alaska—Alaska Bcstg. Co. FCC announced order denying petition requesting reconsideration and grant without hearing of its application to increase daytime power from 1 kw to 5 kw. Action Sept. 21.

San Bernardino, Calif.—KITO Inc. FCC designated for hearing application for additional time to complete construction of new tv station on uhf ch. 18. Action Sept. 30.

Walnut Creek, Calif.—New Am, 1340 kc. FCC scheduled for hearing in Washington on Nov. 2 application of Arthur Westlund for new am station on 1340 kc, 250 w unlimited. Action Sept. 24.

KIRV (TV) Denver, Colo.—Mountain States Tv Co. FCC scheduled for hearing in Washington on Oct. 29 application for additional time to complete construction of tv station to operate on uhf ch. 20. Action Sept. 23.

Hartford, Conn.—FCC designated for hearing in Washington on Oct. 30 the applications of Travelers Bcstg. Service Corp. (WTIC) and Hartford Telecasting Inc. for new tv stations on vhf ch. 3. Action Sept. 30.

St. Petersburg Beach, Fla.—New Am, 1310 kc. FCC scheduled oral argument in Washington on Nov. 9 on application of Gulf Bcstg. Co. for new am station on 1310 kc, 1 kw daytime. Action Sept. 21.

Tampa, St. Petersburg, Fla.—FCC scheduled oral argument in Washington on Nov. 9 in proceeding involving WFLA Tampa, WTSP St. Petersburg and Tampa Bay Area Telecasting Corp., St. Petersburg for new tv station on ch. 8. Action Sept. 21.

WALT Tampa, Fla.—Tampa Bcstg. Co., granted petition for dismissal without prejudice of its application to increase power and change transmitter location. Action Sept. 22; announced Sept. 23.

Savannah, Ga.—FCC announced order (1) denying petition of Aug. 25 by WJIV to dismiss competitive application of WSAV for vhf ch. 3, and (2) dismissed as moot petition filed Aug. 28 by WJOV seeking review of examiner's ruling denying petitioner's motion for continuance of hearing. Action Sept. 24.

Springfield, Ill.—FCC designated for hearing in Washington on October 30 the competitive applications of Capitol City Tv Co., WTAX and WMAY for new tv station on vhf ch. 2 and denied petition of Capitol City for extension of time to reply to the 309 (b) letter of Sept. 17. Action Sept. 30.

Des Moines, Iowa—FCC designated for hearing in Washington on Oct. 23 applications of KRNT and KSO for new tv station on vhf ch. 8. Action Sept. 23.

Topeka, Kan.—FCC granted petition of R. F. Schooner for dismissal without prejudice of his bid for new tv station on uhf ch. 42 and retained in hearing competitive application of Alf. M. Landon. Action Sept. 22; announced Sept. 23.

KVOL Lafayette, La.—Evangeline Bcstg. Co., FCC announced its memorandum opinion and order denying petition for reconsideration of Commission's decision of March 6 denying application for modification of CP to increase its daytime power from 1 kw to 5 kw, operating on 1330 kc with 1 kw night, directional. Action Sept. 23.

Baltimore, Md.—Chesapeake Tv Bcstg. Inc. Comr. E. M. Webster granted petition to dismiss without prejudice its application for new tv station on uhf ch. 18. Action Sept. 30.

Baltimore, Md.—Baltimore Radio Show Inc. granted petition for dismissal without prejudice of its bid for new tv station on uhf ch. 18 and retained in hearing competitive application of Chesapeake Tv Bcstg. Inc. Action Sept. 22; announced Sept. 23.

WWJ Detroit, Mich.—The Evening News Assn. FCC by memorandum opinion and order denied petition by WPEN Philadelphia requesting reconsideration and setting aside Commission action of July 22 granting without hearing application of WWJ to add additional tower to directional antenna system. Action Sept. 30.

Detroit, Mich.—Knight Newspapers Inc. granted petition for dismissal without prejudice of its bid for new tv station on uhf ch. 62. Action Sept. 22; announced Sept. 23.

Flint, Mich.—FCC announced order granting joint motion of applicants to correct transcript of oral argument on proceeding involving applications of WJR Detroit, WFDF Flint and WUOM for new tv station on vhf ch. 12 in Flint. Action Sept. 23.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. FCC scheduled for hearing in Washington on Dec. 14 application to increase power from 100 w unlimited to 250 w unlimited. Action Sept. 24.

Pontiac, Mich—James Gerity Jr. FCC postponed effective date of CP for new station on 1460 kc, 500 w unlimited, directional night and designated application for hearing in Washington on Nov. 5. Action Sept. 24.

Saginaw, Mich.—FCC granted petition of Tri-City Tv Corp. for dismissal without prejudice of its bid for new tv station on uhf ch. 51 and retained in hearing competitive application of WSGW. Action Sept. 22; announced Sept. 23.

KSGM St. Genevieve, Mo.—Donze Enterprises Inc. FCC scheduled for hearing in Washington on Dec. 7 application for CP to increase daytime power for 500 w to 1 kw and change from directional night and day to directional night. Action Sept. 24.

Washington, Mo., Edwardsville, Ill.—New Am, 1260 kc. FCC scheduled for hearing in Washington on Nov. 30 applications for new am stations of Franklin County Bcstg. Co. for 1260 kc, 500 w daytime in Washington and Edwardsville Bcstg. Co. for 1260 kc, 1 kw daytime in Edwardsville. Action Sept. 24.

Canton, Ohio—FCC announced order denying petition of WCMW for deletion of issue concerning its financial qualifications in the hearing involving its application and those of WHBC and Tri-States Telecasting Inc. for new tv station on uhf ch. 29 and granted petition of WHBC for the addition of financial qualifications issue in this proceeding as to Tri-Cities Telecasting Inc. Action Sept. 21.

Portland, Ore., Vancouver, Wash.—FCC announced order granting petiton of Mt. Scott Telecasters Inc. Portland for correction of hearing transcript involving its application and that of KVAN Vancouver for new tv station on uhf ch. 21 in Portand and Vancouver, respectively. Action Sept. 21.

Miscellaneous

THE BEST IN COMPLETE
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ANTENNA LIGHTS CO-AX CABLE
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XUM

Kane, Pa.—New Am, 960 kc. FCC scheduled for hearing in Washington on Nov. 18 the applications for new am stations of Hilltop Management Corp. and Northern Allegheny Bcstg. Co. for 960 kc, 500 w daytime. Action Sept. 24.

Latrobe, Pa.—New Am, 1480 kc. FCC scheduled for hearing in Washington on Dec. 3 application of Latrobe Bcstrs, for new am station on 1480 kc, 500 w daytime. Action Sept. 24.

Clinton, S. C.—New Am, 600 kc. FCC scheduled for hearing in Washington on Nov. 12 application of Clinton Radio Advertising Co. for new am station on 600 kc, 500 w daytime. Action Sept. 24.

Tv Allocation—Hatfield, Ind. FCC adopted a report and order finalizing its proposed rule making and assigned vhf ch. 9 plus to Hatfield subject to such action as the Commission may take in the light of the final decision of the courts on petition for review filed by Logansport Bcstg. Co. (WSAL) directed against the Commission's refusal to assign vhf ch. 10 to Logansport and Owensboro, Ky. Action Sept. 18.

Knoxville, Tenn.—FCC announced order denying appeal by WNOX from an examiner's ruling denying petition's request for postponement of further hearing in proceeding involving its application and those of WBIR and Tennessee Tv Inc. for new tv station on vhf ch. 10; dismissed as moot WNOX motion to stay the further hearing. Action Sept. 25.

Memphis, Tenn., Walnut Ridge, Ark.—FCC scheduled for hearing in Washington on Dec. 9 applications of Tri-State Bcstg. Service and Southern Bcstg. Service for new am stations on 730 kc, 250 w daytime and application of KRLW Walnut Ridge, for CP to change frequency from 1320 kc to 730 kc. Action Sept. 24.

Amarillo, Tex.—FCC scheduled for hearing in Washington on October 30 the competitive applications of Texan Telecasting Co., KLYN and Panhandle TV Co. for new tv station on vhf ch. 7. Action Sept. 30.

Dallas, Houston, Tex., Durant, Okla.—FCC announced memorandum opinion and order amending hearing issues in proceeding involving applications of Texas Star Bcstg. Co. for new am station in Dallas on 740 kc. 5 kw night. 10 kw day, directional day and night and KTRH Houston for CP to change directional antenna system. Otherwise denied petition of KSEO Durant, Okla. to enlarge the issues. Action Sept. 21.

Paducah, Tulia, Tex.—New am, 1370 kc. FCC scheduled for hearing in Washington on Nov. 2 the applications for new am station of Paducah Bcstg. Co. for 1370 kc, 500 w daytime in Paducah and Tulia Bcstg. Co. for 1370 kc, 1 kw daytime in Tulia, Action Sept. 24.

Jacksonville, Tex.—New Am, 1260 kc. FCC scheduled for hearing in Washington on Nov. 23 application of Darrell E. Yates for new am station on 1260 kc, 500 w unlimited. Action Sept. 24.

San Antonio, Kennedy, Tex.—New Am, 990 kc. FCC scheduled for hearing in Washington on Nov. 9 the applications for new am station of Southwest Bcstg. Co. for 990 kc, 1 kw daytime in San Antonio and Kennedy Bcstg. Co. for 990 kc, 250 w daytime for Kennedy, Tex. Action Sept. 24.

Slaton, Lubbock, Tex.—New Am, 1340 kc. FCC scheduled for hearing in Washington on Nov. 18 applications for new am stations of South Plains Bcstrs., Slaton and Texas Telecasting Inc., Lubbock for 1340 kc, 250 unlimited. Action Sept. 24.

Waco, Tex.—FCC designated for hearing in Washington on Oct. 23 competitive applications of KWTX and Waco Tv Corp. for new tv station on vhf ch. 10. Action Sept. 23.

Provo, Utha—KOVO Bcstg. Co. FCC by memorandum opinion and order denied petition of April 7, 1953, requesting conditional grant of application for vhf ch. 11. Action Sept. 30.

WOBT Rhinelander, Wis.—Oneida Bcstg. Co. Comr. George E. Sterling granted motion to dismiss without prejudice application to change to 980 kc, 1 kw unlimited, directional. Action Sept. 30.

WRCO Richland Center, Wis.—Richland Bcstg. Corp. FCC scheduled for hearing in Washington on Nov. 5 application for CP to make changes in antenna system. Action Sept. 24.

KFBC Cheyenne, Wyo.—Frontier Bcstg. Co. FCC scheduled for hearing in Washington on Nov. 16 application for extension of completion date. Action Sept. 24.

Routine Roundup . . .

September 24 Applications

ACCEPTED FOR FILING

Modification of CP

WDIA Memphis, Tenn., Bluff City Bcstg. Co. Ltd.—Mod. CP (BP-8343) as mod., which authorized change in frequency, increase in power, change in hours of operation, change in trans. site and installation of directional ant. for day and night use, and change in type trans., for extension of completion date. (BMP-6317).

WSBT-TV South Bend, Ind., South Bend Tribune—Mod. CP (BPCT-1017) as mod., which authorized new station, for extension of completion date to Sept. 1954. (BMPCT-1412).

WECT (TV) Elmira, N. Y., El-Cor Television Inc.—Mod. CP (BPCT-513) which authorized new station, for extension of completion date to 4/25/54. (BMPCT-1414).

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. CP (BPCT-425) as mod., which authorized new station, for extension of completion date to 1/15/54. (BMPCT-1407).

WTVT (TV) Chattanooga, Tenn., Tom Potter—Mod. CP (BPCT-1043) as mod., which authorized new station, for extension of completion date to 1/20/54. (BMPCT-1413).

WSPD-TV Toledo, Ohio, Storer Bcstg. Co. —Mod. CP (BPCT-1538) which authorized changes in existing station, for extension of completion date to 4/18/54. (BMPCT-1409).

WOUC (TV) Chattanooga, Tenn., Chattanooga T-V Inc.—Mod. CP (BPCT-980) as mod., which authorized new station, for extension of completion date to 4/20/54. (BMPCT-1409).

License to Cover CP

WKTV (TV) Deerfield, Nr. Utica, N. Y., Copper City Bcstg. Corp.—License to cover CP (BPCT-1209) as mod., which authorized changes in existing station. (BLCT-153).

Renewal of License

KBIF Centerville, Calif., John Poole Bcstg. Co. —Renewal of license (BR-6318).

APPLICATIONS RETURNED

Renewal of License

WBEL Beloit, Wis., Beloit Bcstrs. Inc. (BR-2064)—Renewal of license.

Transfer of Control

Voice of Talladega Inc., Talladega, Ala.—Voluntary transfer of control of licensee corp. from R. A. Davidson through sale of 80% of stock to Talladega News Publishing Co.

CP to Change Frequency

KBLF Red Bluff, Calif., Hal K. Shade—CP to change frequency from 1490 kc to 1230 kc.

CP for Am

Duke P. Kahanamoku, Honolulu, Hawaii—CP for new am to be operated on 1230 kc with power of 250 w and unl. hours of operation.

September 28 Applications

ACCEPTED FOR FILING

Remote Control

Following stations request to operate transmitters by remote control:

KGLU Safford, Ariz., Gila Bcstg. Co. (BRC-185); WCLB Camilla, Ga., Capel Bcstg. Co. (BRC-182); KTIB Thibodaux, La., Delta Bcstrs. Inc (BRC-186); WKNY Kingston, N. Y., Kingston Bcstg. Corp. (BRC-184).

Renewal of License

Following stations request renewal of license:

KASL Newcastle, Wyo., Newcastle Bcstg. Co. (BR-2839); KFAC-FM Los Angeles, Los Angeles Bcstg. Co. (BRH-645); KCRA-FM Sacramento, Calif., KCRA Inc. (BRH-472); KGDM-FM Stockton, Calif., E. F. Peffer (BRH-590); WRSW-FM Warsaw, Ind., Reub Williams & Sons Inc. (BRH-404); WHYL Carlisle, Pa., Richard Field Lewis Jr. (BR-2220).

Modification of CP

WNBW (TV) Washington, D. C., NBC—Mod. CP (BPCT-1445) as mod., which authorized changes in existing station, for extension of completion date to 11/23/53. (BMPCT-1419).

WGCM-TV Gulfport, Miss., WGCM Tv Corp.—Mod. CP (BPCT-1529) which authorized new station, for extension of completion date to 4/11/54. (BMPCT-1415).

License to Cover CP

WTAD-FM Quincy, Ill., Lee Bcstg. Inc.—License to cover CP (BPH-1867) which authorized changes in licensed station (BLH-921).

WICA-TV Nr. Ashtabula, Ohio, WICA Inc.—License to cover CP (BPCT-685) which authorized new station (BLCT-154).

APPLICATIONS RETURNED

License to Cover CP

KVOP Plainview, Tex., KVOP Inc.—License to cover CP (BP-8694) which authorized change in ant., trans. and studio locations.

CP for Am

Radio Auburn, Auburn, Calif.—CP for new am to be operated on 1490 kc with power of 250 w and unl. hours of operation.

Golden State Bcstg. Co., Roseville, Calif.—CP for new am to be operated on 770 kc with power of 500 w and daytime hours of operation.

September 29 Decisions

BY THE BROADCAST BUREAU

Actions of September 25

Renewal of License

Granted the following renewal of licenses on a regular basis:

KOY Bcstg. Co., Phoenix, Ariz.; KTAR Bcstg. Co., Phoenix, Ariz.; Arizona Bcstg. Co., Tucson, Ariz.; Tucson Bcstg. Co., Tucson, Ariz.; Radio Service Corp., Pocatello, Idaho; Southern Idaho Bcstg. & Television Co., Twin Falls, Idaho; The A. S. Abell Co., Baltimore, Md.; Radio Station KICA, Clovis, N. M.; Southern Utah Bcstg. Co., Cedar City, Utah; KOVO Bcstg. Co., Provo, Utah; Jose Bechara Jr., Mayaguez, P. R.; Utah Bcstg. & Television Co., Salt Lake City, Utah; KVOC Bcstg. Co., Casper, Wyo.; The Snowy Range Bcstg. Co., Laramie, Wyo.; Rawlins Bcstg. Co., Rawlins, Wyo.

Granted the following renewal of licenses on a regular basis, subject to change in frequency in accordance with Commission order of April 8, 1953, in Docket 10210: KOVO Bcstg. Co., Provo, Utah; Intermountain Bcstg. & Television Corp., Salt Lake City, Utah; Rawlins Bcstg. Co., Rawlins, Wyo.

Granted License

KRSC Seattle, Wash., Washington Telecasters Inc.—Granted license covering increase in daytime power and installation of new transmitter; 1150 kc, 1 kw, 5 kw-LS, unl. (BL-5059).

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WSPD-TV Toledo, Ohio, to 4/18/54; WTVT (TV) Chattanooga, Tenn., to 1/20/54; KFEQ-TV St. Joseph, Mo., to 1/15/54; WKAQ-TV San Juan, P. R., to 3/23/54; WOUC Chattanooga, Tenn., to 4/20/54.

Actions of September 24

CP for STL

The following were granted CPs for new tv STL stations: Television Columbus, Columbus, Ga. (BPTS-73); West Virginia Enterprises Inc., Parkersburg, W. Va. (BPTS-59); Boise Valley Broadcasters Inc., Meridian, Idaho (BPTS-68).

Actions of September 23

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KVPI Ville Platte, La.; KSWS Roswell, N. M.; WELM Elmira, N. Y.; WKAQ San Juan, P. R.; WILO Frankfort, Ind.; WMTS Winchester, Tenn.; KOKO Clinton, Mo.

Modification of CP

KEVT Tucson, Ariz., Tucson Radio Inc.—Granted mod. CP to change type transmitter (BMP-6315).

WSBT-TV South Bend, Ind., South Bend Tribune—Granted mod. CP for extension of completion date to 4/28/54.

Delete Fm

Granted the following requests to cancel licenses and delete fm broadcast stations:

WEEU-FM Hawley Bcstg. Co., Reading, Pa. (BRH-171); WBML-FM, Middle Georgia Bcstg. Co., Macon, Ga. (BRH-494); KXYZ-FM, Shamrock Bcstg. Co., Houston, Tex. (BRH-566); WJWL-FM, Rollins Bcstg. Inc., Georgetown, Del. (BLH-771); WSIX-FM, WSIX Bcstg. Station, Nashville, Tenn. (BRH-291) and dismissed pending applica-

West Coast
$55,000.00

Fulltime 250 watt independent in an attractive single station market of more than $20,000.00 in annual retail sales. Ideal for two partners to own and manage. Very liberal financing.

Midwest
$150,000.00

Successful fulltime independent located in an excellent midwest market. Ideal place to live. Working capital included. Fiancing available.

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RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

tion (BALH-138) for assignment of license of WSIX.

Granted CP

WDAN Danville, Ill., Northwestern Publishing Co.—Granted CP to erect new ant. and mount tv ant. on top (increase in height); conditions (BP-8994).

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KSIS Sedalia, Mo., to 2/28/54; KPAL Palm Springs, Calif., to 11/15/53. condition; WATV (TV) Newark, N. J., to 12/15/53.

Actions of September 21

Granted License

WFIW Fairfield, Ill., Wayne County Bcstg. Co.—Granted license for am broadcast station; 1390 kc, 500 w, D (BL-5103).

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—Granted license covering change in trans. location (BL-5107).

KVOK Honolulu, Hawaii, The Kamehameha Schools, Kapalama Heights—Granted license for noncommercial educational fm broadcast station; 88.1 mc (ch. 201), 10 w (BLED-138).

WYSN New Castle, Ind., New Castle-Henry Township Schools—Granted license to cover CP (BPED-235 which replaced CP which expired 12/10/52) for noncommercial educational fm station (BLED-139).

WKJF Pittsburgh, Pa., Agnes J. Reeves Greer—Granted license covering changes in fm broadcast station; 93.7 mc (ch. 229), 40 kw, unl. (BLH-918).

WNOW York, Pa., The Helm Coal Co.—Granted CP to make changes in ant. and ground system; condition (BP-8229).

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KOLN-TV Lincoln, Neb., to 4/6/54; WKSB Milford, Del., to 12/1/53, conditions; KIKI Honolulu, Hawaii, to 3/1/54, condition; WTUN Tampa, Fla., to 12/10/53 (BMPED-268); KLVL Pasadena, Tex., to 1/1/54; conditions.

September 29 Applications

ACCEPTED FOR FILING

Remote Control

Following stations request to operate transmitter by remote control:

WDMJ Marquette, Mich., The Lake Superior Bcstg. Co. (BRC-188); WNLA Indianola, Miss., Central Delta Bcstg. Co. (BRC-183); KWLK Longview, Wash., Twin City Bcstg. Corp. (BRC-187).

Renewal of License

Following stations request renewal of license: KPFA (FM) Berkeley, Calif., Pacifica Foundation (BRH-723); KMJ-FM Fresno, Calif., McClatchy Bcstg. Co. (BRH-538); KNX-FM Hollywood, Columbia Bcstg. System (BRH-581); KHJ-FM Hollywood, General Teleradio Inc. (BRH-25); KBEE (FM) Modesto, Calif., McClatchy Bcstg. Co. (BRH-516); KTRB-FM Modesto, Calif., KTRB Bcstg. Co. (BRH-577); KFBK-FM Sacramento, Calif., McClatchy Bcstg. Co. (BRH-722); KLX-FM Oakland, Calif., Tribune Building Co. (BRH-379); WSTR-FM Sturgis, Mich., WSTR Inc. (BRH-922); WTSV-FM Claremont, N. H., Granite State Bcstg. Co. (BRH-90); WBTV (TV) Charlotte, N. C., Jefferson Standard Bcstg. Co. (BRCT-55).

Modification of CP

KSBW-TV Salinas, Calif., Salinas Bcstg. Corp.—Mod. CP (BPCT-1222) which authorized new station, for extension of completion date to 4/19/54. (BMPCT-1423).

WFTL-TV Fort Lauderdale, Fla., Gore Pub. Co.—Mod. CP (BPCT-997) as mod., which authorized new station, for extension of completion date to 4/1/54. (BMPCT-1424).

WHFB-TV Benton Harbor, Mich., Palladium Pub. Co.—Mod. CP (BPCT-1282) which authorized new station, for extension of completion date to 4/25/54. (BMPCT-1426).

WHP-TV Harrisburg, Pa.—Mod. CP (BPCT-192) as mod., which authorized new station for extension of completion date from 10/27/53. (BMPCT-1427).

September 30 Decisions

BY COMMISSION EN BANC

Extensions of SSA

The following stations were granted extensions of special service authorizations for period ending Nov. 31, 1953, as indicated (Comr. Sterling not participating):

WNYC New York, N. Y., for use of 830 kc, 1 kw to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST).

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, unl.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi, Tex.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KFDC Cheyenne, Wyo.; KODI Cody, Wyo.; KTRC Santa Fe, N. M.; KVNC Winslow, Ariz.; KDSH Boise, Idaho; WJIM-TV Lansing, Mich.; WTVN-TV Columbus, Ohio.

The following stations were granted renewal of am, fm and tv station licenses for the regular periods; the auxiliary stations were granted subject to final determination of matters raised in Docket 10345 with respect to changes in frequency assignment:

KIFN Phoenix, Ariz.; KTYL (TV) and KTYL-FM Mesa, Ariz.; KVDC Farmington, N. M.; KTKT Tucson, Ariz.; WTVR-TV Richmond, Va.; Albuquerque Bcstg. Co., Albuquerque, N. M.; KBUH Brigham City, Utah; KLUK Evanston, Wyo.; KPST Preston, Idaho; KVNU Logan, Utah.

BY COMMISSION EN BANC

Renewal of License

The application for renewal of license of station WHIO-TV Dayton, Ohio, on ch. 7, was returned since station is operating on that channel under special temporary authority, and license to cover outstanding CP would be in order upon completion of construction.

The following applications for renewal of tv station licenses were returned because they were for channels which have been changed by tv proceedings and the stations are now operating on new channels under special temporary authority for which a covering license may be filed upon completion of construction:

WLWD Dayton, Ohio, and WCPO-TV WLWT Cincinnati, Ohio, and WLWC Columbus, Ohio.

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Superior Television Inc.; KEYS-TV Inc.; K-SIX Television Inc., Corpus Christi, Tex.—Granted joint petition for continuance of hearing in proceeding re ch. 10 at Corpus Christi, from Sept. 28 to Oct. 26, 1953 (Docket 10556, BPCT-1031 et al).

By Hearing Examiner Thomas H. Donahue

Montgomery Bcstg. Co., Montgomery, Ala.—Ordered that amendment to its application specifying slightly increased ant. height be accepted (Docket 10573; BPCT-670).

By Hearing Examiner Annie Neal Huntting

The Lorain Journal Co., Lorain Ohio; Elyria-Lorain Bcstg. Co., Elyria, Ohio—In statement and order after first hearing conference recited action and rulings taken at hearing conference on Sept. 15 which shall control subsequent course of hearing in this proceeding (Docket 10525; BPCT-1116) (Docket 10526; BPCT-1124) (Action 9/24).

Gordon Bcstg. Co., Cincinnati, Ohio—Granted motion for continuance of hearing from Oct. 2 to Nov. 16 re its tv application (Docket 10674; BPCT-1722) and that of Tri-City Bcstg. Co., Newport, Ky. (Docket 10675; BPCT-1737) (Action 9/25).

By Hearing Examiner Basil P. Cooper

Perkins Brothers Co., Sioux City, Iowa—Granted petition for leave to amend re technical phases of its application; in other respects ruling reserved pending presentation of additional facts and further argument which will be held Oct. 12, 1953 (Docket 10672; BPCT-688 et al).

Perkins Brothers Co., KCOM Bcstg. Co., Sioux City, Iowa—Upon agreement of parties, date for commencement of hearing in this proceeding was changed from Oct. 2 to Oct. 12, 1953, in Washington (Docket 10672; BPCT-688, et al).

By Hearing Examiner Elizabeth C. Smith

WIRL Television Co., Peoria, Ill.—Denied motion to limit taking of depositions by WMBD Inc. (Docket 10541; BPCT-668, et al) (action 9/18).

By Hearing Examiner Fanney N. Litvin

WNDR WNDR-FM Syracuse, N. Y., Syracuse Bcstg. Corp.—Granted petition requesting late acceptance of its appearance in proceeding re applications for renewal of licenses (Docket 10569; BR-1501; BRH-91) (Action 9/24).

Arkansas Telecasters Inc., North Little Rock, Ark.—By memorandum opinion and order granted petition for leave to amend its tv application insofar as it relates to change in studio location and costs incident thereto and denied insofar as it relates to change in trans. location and costs relating thereto (Docket 10610; BPCT-1057 et al) (Action 9/28).

Upon request of Midsouth Network, the Commission, on Sept. 23, 1953, extended to Oct. 5, 1953, the time for filing comments in the matter of Amendment of Section 3.606, Table of Assignments, Rules Governing Television Broadcast Stations (Docket 10651); replies to such comments may be filed on or before Oct. 15, 1953.

HOWARD E. STARK

Brokers and Financial Consultants

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UPCOMING EVENTS

Oct. 5: Unveiling of Ernie Pyle memorial by Sigma Delta Chi, Indiana U., Bloomington.

Oct. 5: Advertising and selling course, sponsored by Ad Club of New York, to run through Feb. 25, 1954.

Oct. 5-9: Society of Motion Picture & Television Engineers, convention, Hotel Statler, New York.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 7-8: Technical Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 8-9: American Council on Education, annual meeting, Hotel Statler, Washington, D. C.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

Oct. 14: Southern Calif. Broadcasters Assn., "Whingding," Inglewood Country Club, Los Angeles.

Oct. 14-17: Audio Engineering Society, convention and audio fair, New York.

Oct. 15: Color tv demonstration by NTSC for FCC, New York.

SPECIAL LISTING

(NARTB District Meetings)

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

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editorials

Maturity in Chicago

THE ATMOSPHERE that prevailed at the Assn. of National Advertisers' annual meeting a fortnight ago reflected a maturity of thinking that has not always characterized such events in the past. There was an absence of the emotionalism that turned other conventions of recent years into almost irresponsible attacks on radio and television costs.

The ANA Chicago convention, as reported in detail in last week's B•T, solicited information from experts on questions that are of importance in today's radio and television worlds. That was a significant departure from the approach of former years when such spokesmen from radio-tv as were invited to the meetings were put on the receiving end of, not questions, but indictments.

The new mood of the ANA assures happier results. As long as the ANA was in an attacking position, radio and television had no choice but to go on the defensive. In that kind of situation no settlements of mutual advantage were possible.

There are reasons, of course, for the change in the ANA's attitude. The big one is that television has been around long enough now to be understood. It is no longer a big, powerful and somehow mysterious stranger. Its size and power can be respected without being feared, for the mystery has to a large extent been eliminated.

Similarily, the position of radio vis-a-vis tv has been clarified. Advertisers have rediscovered radio and found that it offers a sound advertising service at low cost and is destined to co-exist with tv.

This is not to say that rigid stability has come about in radio and television. Both enterprises are changing. Of necessity radio must adjust itself to find its place in a field that will soon contain a nationwide competitive television service. The important thing is that the adjustment is now being made as a consequence of planning instead of defensive response to crisis.

It is now easier to believe that radio and television and their biggest customers can establish a new harmony in their association. Both radio and television offer to the advertiser what he needs to move his goods. As long as the costs are equitable for the advertiser and compensatory for the media, there should be no insoluble problems.

Hoover Commission II and the FCC

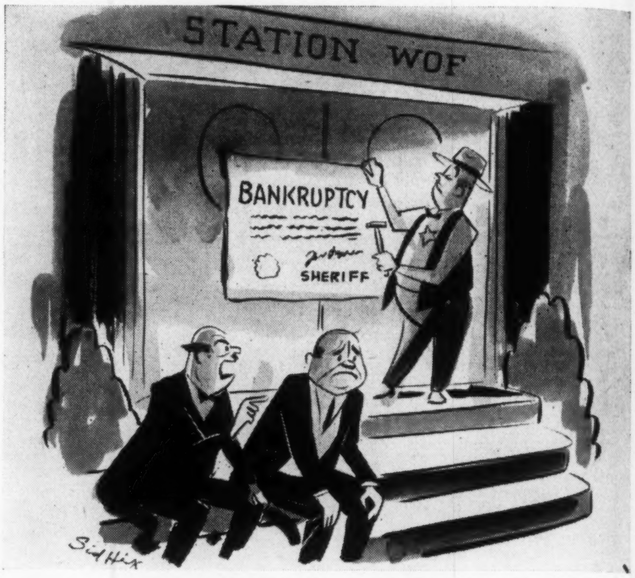
LAST WEEK President Eisenhower activated the second "Hoover Commission" on organization of the executive branch of the federal government. The question logically arises: What effect, if any, will it have upon the future functioning of the FCC?

There is no answer at the moment. There probably won't be until the "task forces" are set up in November. That the FCC won't be overlooked should be obvious, since it is one of the most important independent agencies of government, and independent agencies appear to be the primary area in which the Hoover Commission will operate.

We can glean from the past what might be expected. Five years ago, Hoover Commission I submitted its report to President Truman. Without going into the infinite detail of the task force report, which became known as the "Golub Report," suffice it to say that President Truman saw fit to recommend to Congress a sweeping change wherein the chairman of the FCC (and of other administrative agencies) would have almost limitless powers on appointment of personnel and assignment of duties.

This was vigorously opposed because it would make of the FCC a one-man Commission, a sort of Snow White and Six Dwarfs. Under a good chairman this plan might have worked, but under an unscrupulous one, dire things could happen. It would have destroyed the bi-partisan composition of the Commission, since the chairman would control purse-strings and personnel. Thus, he also would control policy.

Happily, the plan was whipped in the Senate, which made it clear that it wanted seven commissioners to vote their independent views and not be an administration rubber-stamp. The FCC itself was divided on the Truman proposal. The then Chairman, Wayne Coy, and Comr. E. M. Webster (still serving) supported it on the ground that the FCC itself would be relieved of detail. But Comr. Rosel Hyde (the incumbent chairman) and Comr. George Sterling (still serving) thought it was unnecessary.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I kept telling you, if we cut the rates for one they'll all want it!"

One thing the first Hoover Commission did not recommend was a "Department of Transportation and Communication," into which might be lumped the FCC, the Interstate Commerce Commission, the Civil Aeronautics Board and assorted other agencies. This had been proposed many times in the past, but invariably was rejected as unsound and dangerous, since it would mix opposing regulatory philosophies and also would create a new political subdivision headed by a cabinet member. The precept of a free, competitive radio (and now television) would have been threatened.

We have no doubt that the setting up of a new department again will be explored, since a prime objective of the new Hoover Commission is to reduce the Presidential workload by relieving him of as many responsibilities as possible. But we trust it again will be knocked down as unworkable and contrary to the principles governing free, competitive broadcasting.

There are things the Hoover Commission can do to improve the status of communications regulation. There is criticism of the calibre of men available for appointment because of the low pay scale. The first report was instrumental in raising the FCC stipend from $10,000 to $15,000 per year. We think the pay should be increased throughout government in appointive policy positions. FCC commissioners, in our view, should draw at least $20,000, with the chairman, who carries the heaviest burden, pegged in excess of that figure.

Another move that would benefit the prestige of the FCC would be new quarters. It is now in space borrowed from the Post Office Dept. and the Interstate Commerce Commission. Its hearing rooms are inadequate. It is the only permanent major independent agency without its own building. Yet its functions are as important as those delegated to any independent agency.

End of an Ugly Era

HANS FRITSCHE, radio chief of Hitler's infamous propaganda ministry, died last week. With him ended an ugly era in which radio was used to the utmost as a diabolical force for evil.

When Hitler and Mussolini were ravaging Europe, their first move always was to commandeer the radio. To listen to other than "Government" radio was high treason, punishable by death. The Communists have made it a crime to listen to the *Voice of America*.

Fritsche didn't establish policy. He was the oily-voiced spokesman, working in cahoots with Propaganda Minister Paul Joseph Goebbels, the master of the big lie technique.

Wherever dictatorship strikes, the radio is gagged. That is Item No. 1 on the totalitarian agenda.

Hitler and his henchmen, in their day, and the Communists in that day and this, taught the free world a harsh, but never-to-be-forgotten lesson. To control the radio is to control the minds of the masses. Stated another way, there can be no true freedom without a free radio.

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